

Fragrance Selection & Brand Briefing

A buyer's guide to scent families, positioning and sample feedback.

01 Translate the brand into scent

02 Write a clear fragrance brief

03 Evaluate samples and approve

Translate the brand into scent

Begin with the customer

Define the audience, use occasion and price position before choosing a fragrance. A hotel welcome scent, a seasonal gift and an everyday home product may require different presentations and intensity.

Fresh and citrus

Useful language includes bright, crisp, green and clean. Ask whether the citrus character should be tart, peel-like or gently sweet. Evaluate its balance in the finished product rather than selecting solely from a fragrance blotter.

Floral and soft

Describe the desired balance between airy, petal-like, powdery and rich. A floral brief becomes more precise when it explains whether sweetness, green notes or warm background notes should dominate.

Woody and warm

Use descriptions such as dry wood, soft resin, warm amber or smoky depth. These are scent impressions rather than ingredient declarations; request the supplier's description if an ingredient claim matters.

Write a clear fragrance brief

Core direction

State one leading scent direction and two supporting descriptors. Example: a fresh citrus opening, a gentle floral heart and a dry woody finish, with low sweetness.

Brand boundaries

List disliked characteristics and competing impressions. Include visual references or existing products only as directional references, not a request to copy a protected formula or brand.

Format and market

Specify candle, reed diffuser or room spray, target sales countries, target size and expected package. The same scent concept may need different formulation decisions for each application.

Supplier feedback

Ask for a short candidate list with sample codes. Request intended-use documentation and a finished-product sample. A fragrance name alone is not a complete technical specification.

Evaluate samples and approve

First impression

Evaluate the opening without judging the entire product immediately. Record whether the scent matches the brief and whether any note feels distracting.

Finished-product performance

Compare scent development in the intended format. For a candle, separate unlit and burning observations. For a diffuser, record reed setup and elapsed time. For a spray, use the instructed application method.

Decision record

Use a consistent rating scale and short comments: scent fit, balance, perceived strength and overall preference. Avoid combining preference with technical acceptance; both need a separate decision.

Approval gate

Approve a reference sample code, packaging version and written specification. Keep an approved sample for comparison with production. Agree how later fragrance or component changes will be evaluated.

Useful links & reading notes

Fragrance Guide

<https://olfay.com/resources/fragrance-guide/>

Art Of Fragrance Creation

<https://olfay.com/resources/fragrance-guide/art-of-fragrance-creation/>

Capabilities

<https://olfay.com/capabilities/>

Contact

<https://olfay.com/contact/>

About this guide

An original English synthesis prepared for OLFAY buyers from the supplied Chinese reference collection. It adapts concepts into commercial briefing, evaluation and process questions; it is not a translation of a verified factory procedure or a ready-to-use formulation.

Supplied reference topics: Home Fragrance Knowledge; Fragrance Training Materials; Home Fragrance Culture.

Website links are clickable. Product availability, minimum quantities, lead times and final specifications should be confirmed with OLFAY for your project.

Discuss your home fragrance project

Contact: Eunice

Email: sales@olfay.com

WhatsApp / Phone: +86 186 6270 2170

Website: <https://olfay.com/>