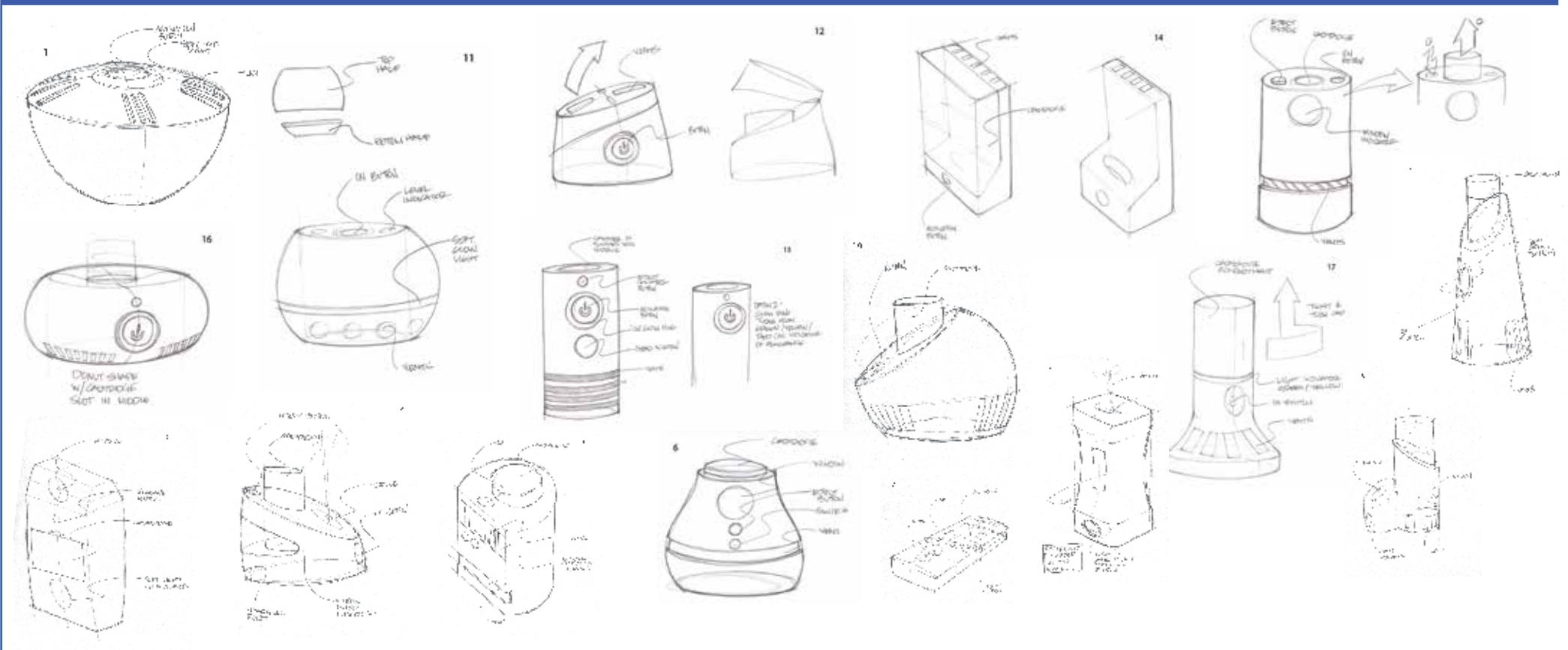


IDEATION



TREND BOARD



2ND ROUND CONCEPTS



DESIGN BRIEF: An air freshner that will be used in the bedroom (nightstand) and is manually activated by the consumer before bedtime. The fragrance will dispense onto a heating element and vaporise into the surrounding area to aid in sleeping. The smell will be generated near the bed on demand and stay in the atmosphere just during the time before and just after falling asleep.



3D BASE CONCEPTS