

AI MEETS FRAGRANCE: IROMASCENTS TRANSFORMS SCENT SHOPPING AT NRF 2025

Discover Personalized AI-Powered Recommendations and Groundbreaking Touchscreen Displays at Retail's Big Show in New York, January 12-14

NEW YORK CITY, NY, UNITED STATES, January 10, 2025 /EINPresswire.com/ -- iRomaScents®, a leader in AI-powered fragrance technology, is set to impress attendees at [NRF](#), Retail's Big Show, with their innovative fragrance

dispenser and data-driven device. This revolutionary technology is transforming the way shoppers discover, test, and purchase their perfect fragrance, paving the way for the future of scent shopping.

Bigger and Better in 2025

This year, iRomaScents unveils their latest advancement: a cutting-edge touchscreen display unlike any other in retail. This interactive display has enhanced AI capabilities and showcases decorative fragrance bottles, providing an even more immersive and engaging shopping experience.

AI Wizard: Personalized Fragrance Guide To Increase Sales

At the heart of iRomaScents' technology lies the AI Wizard™, an intuitive tool that personalizes the fragrance selection process. Through a brief and engaging questionnaire, the AI Wizard gathers customer preferences and curates a fragrance with three similar options. This ensures an efficient and enjoyable shopping experience, with targeted scent recommendations and sample spritzes delivered at the end – in less than two minutes.

Explore iRomaScents at NRF

Visit iRomaScents at NRF: Israeli Pavilion, booth #2207 for firsthand experience and amazement. Meet with their team and discover how iRomaScents can benefit your business:

- Increased Sales and Conversions: iRomaScents' data-driven approach helps customers find their perfect fragrance, leading to higher sales and conversion rates.
- Enhanced Customer Experience: The AI Wizard personalizes the shopping journey, making it



faster, easier, and more enjoyable for customers.

- Valuable Data Insights: iRomaScents provides retailers with valuable data on customer preferences, allowing for optimized product placement, targeted promotions, and increased profitability.
- Up To 135 Fragrance Per Station: Each iRomaScents device has the capacity to hold 45 fragrances, with the ability to simultaneously control up to three different devices at once, totaling 135 fragrances at a single station.

Exclusive Partnerships to Enhance the Experience

iRomaScents is proud to collaborate with leading fragrance innovator and brand [ASD Group SRL](#), an Italian company renowned for crafting exceptional personal fragrances and ambient scents. "Our creativity, quality, and reliability distinguish us in the global market. Partnering with iRomaScents opens exciting opportunities for North America and beyond," said Salvo Scarpaci, CEO and Founder of Essenzalimiti and Sikelia Parfums.

"We're thrilled to unveil our enhanced AI-powered technology at NRF," said Avner Gal, Co-Founder and CEO of iRomaScents. "Our commitment to precision, personalization, and retail profitability has driven us to create a tool that transforms how fragrances are sold and experienced. We can't wait to share our vision with the beauty industry's best and brightest."

Visit Booth #2207 at the Javitz Convention Center to experience the future of fragrance shopping.

To learn about iRomaScents, visit them [online](#).

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EDITOR'S NOTE: For more information about iRomaScents and to arrange to speak with a company spokesperson, please contact Nancy Trent or Pamela Wadler at 212-966-0024 or pam@trentandcompany.com.

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