

360° experiential and sensitive transformation

Dynamic communication through the senses.

Pilma has revolutionised its shops through a complete sensory impact. A large 2x2 video wall was installed in addition to other screens scattered throughout the shop.

In addition, a brand-specific music strategy was designed, which combines an enduring life project and good taste and presents them in line with their well-defined brand values.

At the same time, its unique odotype was created, so that all its shops project an olfactory imprint in the customer's mind.

In addition to this, a whole range of olfactory products (mikado, candle and home fragrance) were developed to reinforce this great experience that brings all the senses into play.

Pilma, an exclusive furniture shop, conveys coherence and elegance with its in-store experience.

If Pilma's shops were already a source of inspiration per se, now even more so.

