



SENSATIONAL TECHNOLOGY

One of my favorite subjects is multi-sensory products and services. Trendincite examined this exciting topic in various Tidbits issues: [High-Tech Sensory Sensations](#) (March/April '13), [Sensory Sensations](#) (November/December '11), [Multi-Sensory Experiences](#) (October/November '10), [You Fill Up My Senses](#) (May/June '09), and [Sensory Overload](#) (February '08). A year later, there are a variety of new, unique and interactive experiences driven by technology.

Bookworm: Seems like literature goes hand in hand with food. In Amsterdam, there's **The Bookish Banquet**, a culinary event for bookworms that serves five course meals inspired by themes in literature with narration between courses. Dinah Fried, a graphic artist, published the **Fictitious Dishes: An Album of Literature's Most Memorable Meals**, in which Fried cooked all the meals, staged all the shots and took "literary food" photographs.

Touch to Smell: In Australia, celebrity chef Heston Blumenthal launched a new range of food products named **Heston for Coles**, which highlights indigenous ingredients. For the launch, the company introduced a national, scented print advertising campaign for the Lemon Myrtle Hot Cross Buns. **AROMAFORK™** is a new patented cutlery designed to create a novel and intense olfactive experience. In fashion, Naked & Famous Denim's newest release is its mint scratch-n-sniff jeans, which is said to last for up to five washes. In beauty, Revlon introduced **Parfumerie™ Scented Nail Enamel** in 24 scented colors, while **Bitty Bettys** is a collectible fragrance line with 'Touch to Sniff' cartons. **CVS** even offers a scratch n sniff chocolate scented gift card.

Tech Smells: There has been a lot of activity in scents and cell phones as well as other technological categories. Dr. David Edwards engineered the **oPhone**, a new device that will send scents like text messages. Oscar Mayer created a **Wake Up and Smell the Bacon** app and device, which was an alarm clock with a sizzling bacon sound and scent. **Scentee** from Japan is a round device, which plugs into an earphone jack and releases different fragrances with each incoming notification. Crowdfunded on Indiegogo, the **Atomyzer iPhone case** holds "60 sprays" of fragrance or hand sanitizer in a refillable cartridge. **Sensabubble** is a new programmed system, which will enable users to feel colors, icons, texts, and mentions from twitter in a bubble filled with a "scented fog." **Scent Rhythm** is a chemical-based watch that emits fragrance in minute doses that are in tune with your circadian cycle. **Mercedes-Benz 2014 S-Class** sedans offer a built-in fragrance atomizer in four custom colognes - **Freeside Mood** (light citrus), **Nightlife Mood** (spice, oud), **Downtown Mood** (floral, musk), and **Sports Mood** (green, citrus). Although not scented, an interesting limited edition product is **Nescafé's Alarm Cap**, which features a built-in alarm clock that wakes consumers with seven different sounds synchronized to lights. To turn the alarm off, one must open the lid.





Vending is Trending: Vending machines are not new. In fact, the first US vending machine was built in 1888. However, technology has advanced and now there are a slew of new vending machines with a focus on food. The much anticipated **Sprinkles Cupcake ATM**, which launched in Chicago in 2012, is now in NYC on the Upper East Side. Located in CA, **Burritobox** is a new vending machine that delivers five different types of burritos on demand while **Let's Pizza** kneads dough, mixes fresh ingredients and adds select toppings in three minutes. For a piece of luxury, **Los Angeles Beverly Hills Caviar** has three vending machines that offer high-end food such as caviar, escargots and truffles. For the health conscious, Chicago-based **Farmer's Fridge** is self described as a "veggie machine" that prepares daily salads made from local farm produce. Any leftovers from the previous day are donated to a foodbank.

Food is Fashionable: Fashion and food are being paired and the newest trend is the opening of restaurants inside department stores as a part of the shopping experience. **Guerlain Le 68** restaurant inside the Champs-Élysées flagship store highlights Michelin-star French chef Guy Martin who uses Guerlain perfumes as an inspiration for the menu. For example he offers dishes like foie gras with Madagascar vanilla in puff pastry, or pearly cod in "little black dress" licorice, and macarons from the garden of Shalimar. Both Macy's and Saks Fifth Avenue have recently launched restaurants inside their stores - **Stella 34 Trattoria** in Macy's NYC and **Sophie's** in Chicago's Michigan Avenue Saks. This summer, Brooks Brothers will launch **Makers and Merchants**, a steakhouse. A new one to watch is **Bouley Botanical** from Chef David Bouley. It's an "indoor farm" and restaurant that has 24 growing boxes, which use organic soil and feature 70 plants and herbs. The space hosts yoga classes and wellness events.

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Let Trendincite custom-design or curate a sensational trend excursion to engage your five senses and stimulate new product ideas. So what are you waiting for?

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