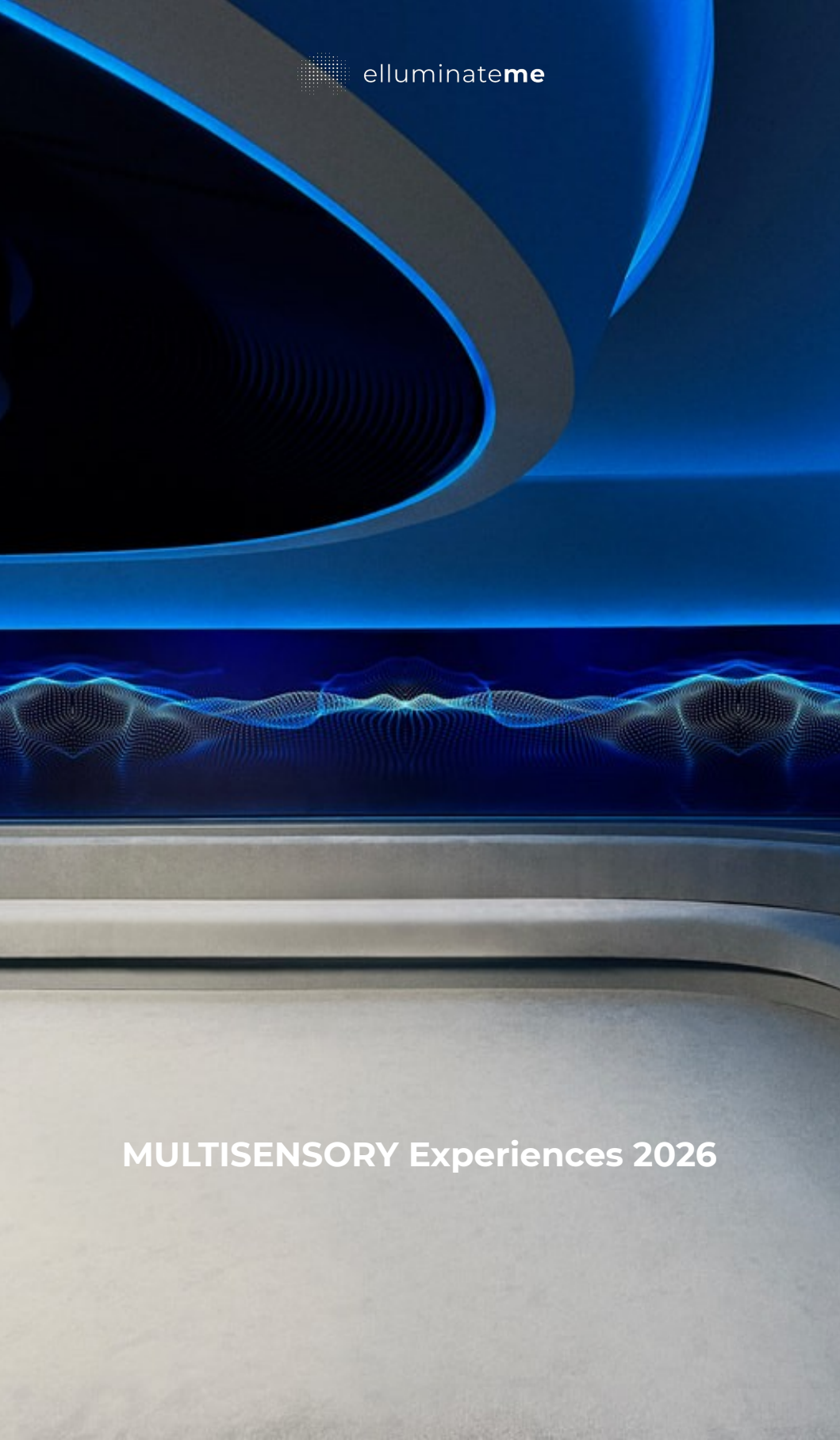

MULTISENSORY Experiences 2026

A LETTER FROM THE EDITOR

Dear reader,

I have spent over two decades helping global brands navigate innovation. Some of the most striking experiential examples in this report are not on a screen at all. They are in rooms such as a record store that sells beauty, a maze of green textile walls, a dinner where security is something you can taste.

That is why we curated this report. Multisensory Experiences 2026 brings together 25 examples of brands designing for how people feel, not only for what they see. We have grouped them by sense, from sound to touch and then those that use them all, so you can go straight to what interests you.

A few things stood out as we read across them. Brands are offering a state of mind, such as calm, slowness or recovery, as much as a product. Visitors are invited to choose, collect and take part rather than simply look. And abstract ideas like security or craft become far easier to grasp when you can hear, taste or touch them.

I think this matters beyond any brand experience or retail. As more of life is mediated by screens and AI, what feels human is valued differently. That idea sits behind our agencies work on the Feeling Economy, and these examples are clear signs of brands acting on it.

Treat these pages as inspiration, and take note of our observations at the end that are our own view. They are meant to start conversations.

If one of these examples sparks an idea for your brand, I would love to hear about it.

Enjoy,

Steven Kainth
FOUNDER, ELLUMINATE ME

elluminateme

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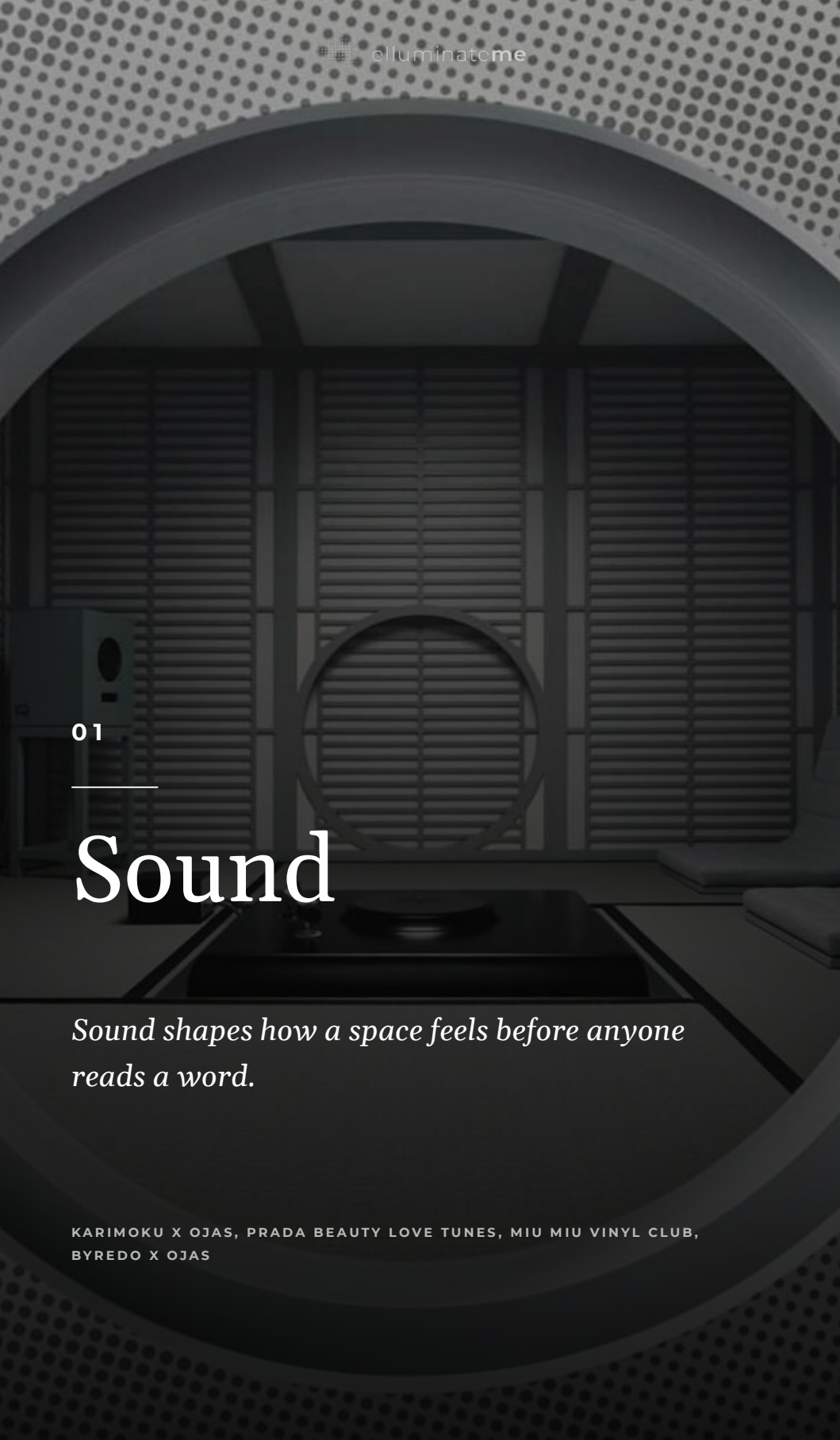

01

Sound

Sound shapes how a space feels before anyone reads a word.

KARIMOKU X OJAS, PRADA BEAUTY LOVE TUNES, MIU MIU VINYL CLUB, BYREDO X OJAS

OJAS





SOUND / CASE 01

Karimoku x OJAS

Three floors of the Karimoku Research Center, tuned to one idea: a room changes what you hear.

Between Space & Sound (Ma no Oto) used three floors of the Karimoku Research Center to explore how architecture affects listening. The central Sound House was a tea-room-inspired structure with acoustic panels, a turntable and Rokujo speakers. Upstairs, a larger room used wooden horn speakers.



Acoustic panels reduced external noise, while close speaker placement focused attention on quieter details and the intervals between sounds. The larger room created the opposite condition: low frequencies producing physical vibration as well as audible sound - a practical expression of ma, the Japanese concept of the interval between elements.



LEAD · SOUND

FELT THROUGH · TOUCH

STRATEGIC NOTE / OUR READ

Rather than telling visitors the speakers are good, the two rooms let them hear it. The small enclosed room brings out quiet detail; the larger one makes bass something you feel in your body. When a product's advantage is sensory, the space itself becomes the proof - no spec sheet needed.

Images: devonojas




PRADA
BEAUTY
PRADA
PRADA
PRADA
PRADA
PRADA
PRADA
PRADA
PRADA
PRADA



SOUND / CASE 02

Prada Beauty Love Tunes

A record store for Valentine's, where fragrance discovery borrows the rituals of choosing and playing a song.

For Love Tunes, Prada Beauty recreated the atmosphere of a record store for its Valentine's activation. A jukebox, record sleeves and retro graphics framed the products through the familiar rituals of choosing and playing a song.

Music gave the space its audible layer, while the jukebox, records and graphic sleeves made it tangible. Fragrance entered through testing the Prada scents, placing olfactory discovery inside an environment already shaped by music and its visual codes.





LEAD · SOUND

JOINED BY · SIGHT + SCENT

STRATEGIC NOTE / OUR READ

The record store makes perfume sampling feel familiar and inviting: browsing records and browsing scents are the same kind of unhurried activity, and the music sets a mood that perfume copy usually has to describe. For brands, a familiar pastime can lower the barrier to trying something new - and this format travels well from store to packaging to campaign.

Images: Prada


PRADA
MILANO
PRADA
PRADA



Image: Miu Miu



SOUND / CASE 03

Miu Miu Vinyl Club

A pop-up reworked as a collector's record room, where visitors choose the soundtrack.

Miu Miu's Vinyl Club reworks the pop-up as a collector's record room. Walls are lined with album covers, while turntables, speakers and Miu Miu-branded audio objects sit alongside the fashion collection.

Visitors choose records and listen in the space, so the soundtrack changes through their own selections. Around them, repeated album covers, sleeves and audio equipment create a dense field of references, making music visible as well as audible.





LEAD · SOUND

MADE VISIBLE · SIGHT

STRATEGIC NOTE / OUR READ

Letting visitors choose the records puts the room in their hands: the clothes are seen through their own taste, not a fixed brand mood. For a pop-up, taking part can be the whole point - the collection borrows meaning from a ritual people already use to show who they are.

Image: ginzamag

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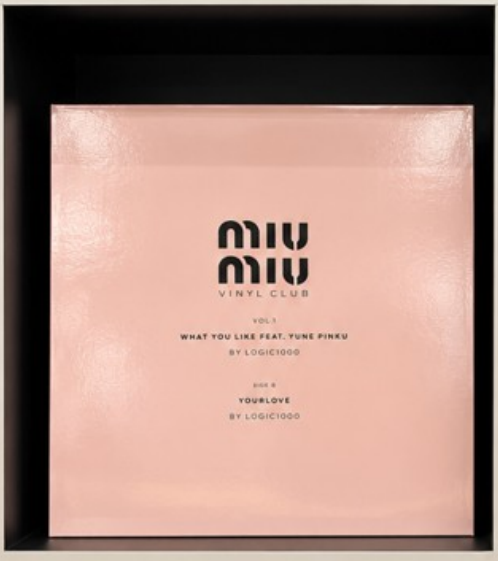
MIU MIU

VINYL CLUB

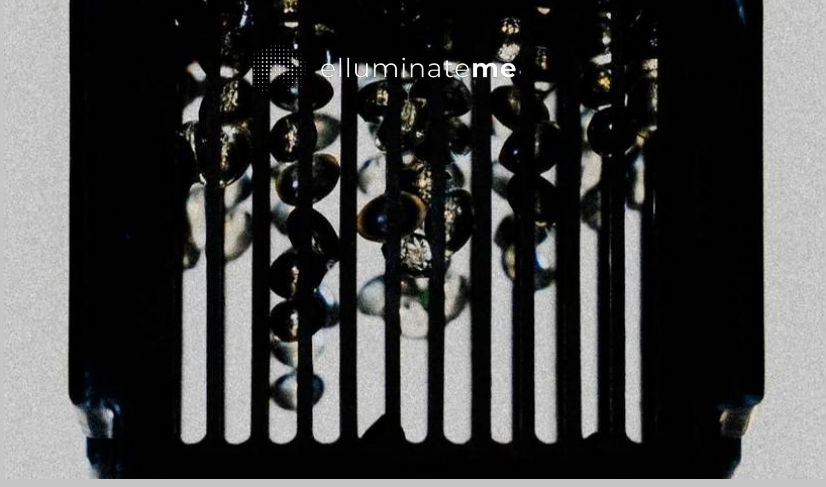









BYREDO | OJAS
BYOJ-001
MADE IN FRANCE



SOUND / CASE 04

Byredo x OJAS

A fragrance diffuser shaped by loudspeaker geometry, designed so scent and music unfold as one ritual.

Byredo collaborated with Devon Turnbull, founder of OJAS, to create Olfactive Stéréophonique, an experimental fragrance diffuser inspired by the geometry of horn loudspeakers. It applies speaker design principles to scent, releasing fragrance in a precise, controlled way. It is not an audio device: it is designed to accompany a high-fidelity sound system, so that fragrance and music can unfold together.

Music sets rhythm, emotion and spatial awareness, while dry diffusion changes the atmosphere gradually, linking the developing scent to the music being played.





LEAD · SOUND | WOVEN WITH · SCENT

STRATEGIC NOTE / OUR READ

The diffuser makes no sound, but it borrows the credibility of high-end audio. It presents scent as something like listening to music: slow, deliberate, enjoyed in a room over time. The collaboration positions Byredo's fragrance as a ritual object rather than just a product, and gives the brand a way into hi-fi culture.

Images: byredo

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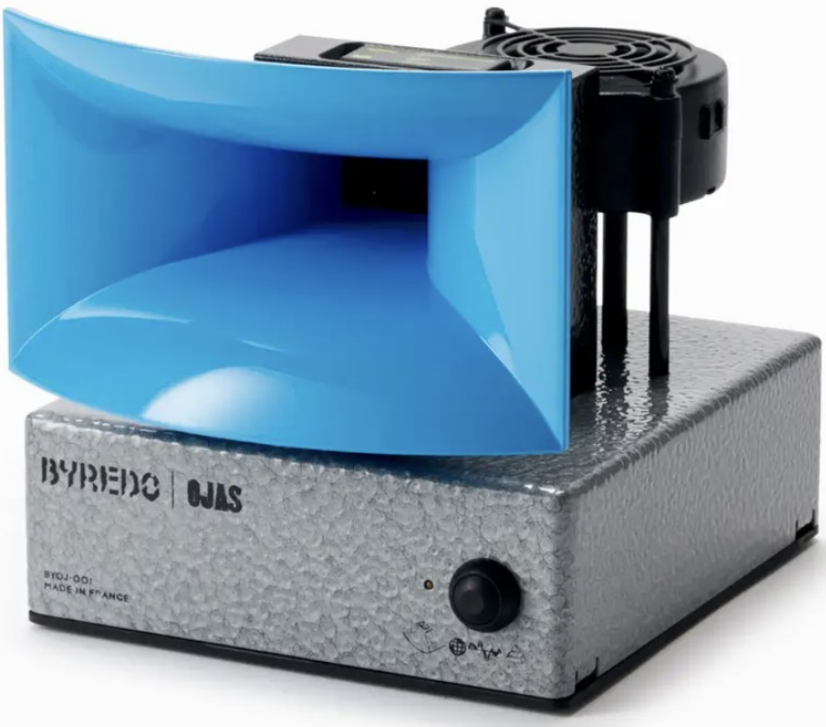



02

Sight

Sight is the first impression, and the hardest to make distinctive.

PRADA X GENTLE MONSTER, VEUVE CLICQUOT, FOUR SEASONS X CHARLOTTE COLBERT, LEXUS, SKIMS



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SIGHT / CASE 05

Prada x Gentle Monster

An eyewear collaboration staged as a surreal installation: a monumental book, a sound system and a contemplative robot.

Prada and Gentle Monster presented their eyewear collaboration as a pop-up installation at Prada Aoyama and Gentle Monster Tokyo Aoyama, translating the concept into three physical elements: a monumental book, a sound system and a contemplative robot, inspired by a book unfolding through five surreal forces - earth, water, fire, air and love.



The robot brings movement and presence, the sound system shapes mood, and together they turn the retail space into an exhibition-like encounter that extends well beyond the eyewear.



PRADA AOYAMA + GENTLE MONSTER TOKYO AOYAMA

LEAD · SIGHT

CARRIED BY · SOUND

STRATEGIC NOTE / OUR READ

Visitors step into a world - a giant book, a robot, sound - before they are asked to consider the glasses. The product becomes one part of a bigger idea. The trade-off is deliberate: fewer product messages, more time inside the brand's imagination.

Images: Prada





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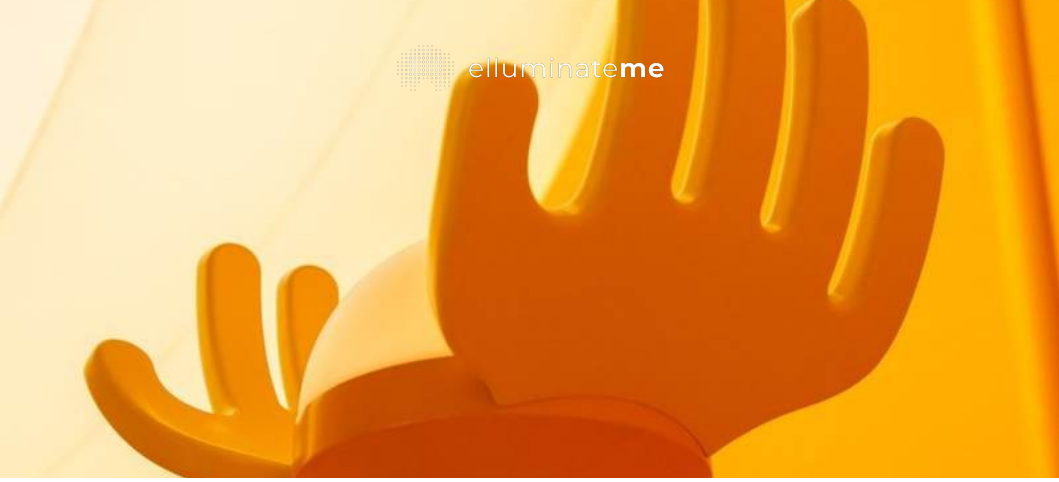


SIGHT / CASE 06

Veuve Clicquot: Chasing the Sun

Yinka Ilori's saturated sun fills Mediateca Santa Teresa, and continues into objects you can hold and champagne you can taste.

Veuve Clicquot's Chasing the Sun transformed Mediateca Santa Teresa at Milan Design Week through Yinka Ilori's saturated yellow, orange and pink. Visitors gathered beneath a radiant sun-like dome surrounded by sculptural forms and hands holding the sun.

The idea extends into objects: the Sun Holder and Sun Totems, 3D-knitted from upcycled materials, reinterpreted Clicquot Arrow gift boxes, and a Clicquot Café serving the Maison's cuvées. The calabash - a West African vessel for gathering, sharing and nourishment - connects form and meaning.





LEAD · SIGHT

EXTENDED INTO · TOUCH + TASTE

STRATEGIC NOTE / OUR READ

Ilori's sun reads as a human take on the Veuve Clicquot yellow: joy, generosity, gathering. The calabash motif runs from the architecture into objects and the champagne service, so what begins as a colour you see ends as something you can hold, pour and share.

Images: Veuve Clicquot


CLICQUOT
CAFÉ
Veuve Clicquot


Art|Basel
elluminateme
Images: Romain Re



SIGHT / CASE 07

Four Seasons x Charlotte Colbert

An artist re-dresses a Paris restaurant for one dinner series, without rebuilding a thing.

Four Seasons Hotel George V hosted Charlotte Colbert as part of Art Basel's One of One dinner series at Le George. Colbert adapted the restaurant using elements from Dreamland Sirens: a large blue eye sculpture, blue lighting and reflective surfaces.

The eye sculpture sets a strong visual focal point, while the lighting alters the room, tables and guests through the dinner. The five-course menu was developed in response to Colbert's work, giving each guest a direct, individual interaction with the concept.





LE GEORGE, FOUR SEASONS HOTEL GEORGE V, PARIS

ONE OF ONE DINNER SERIES, ART BASEL

LEAD · SIGHT

ANSWERED IN · TASTE

STRATEGIC NOTE / OUR READ

One sculpture, blue lighting and reflective surfaces give an established restaurant a new identity for one dinner series, and each course responds to the artwork. For heritage venues this is a useful model: an artist can transform the space without renovation, in a format that can travel between properties.

Images: Romain Reglade



Images: Romain Re



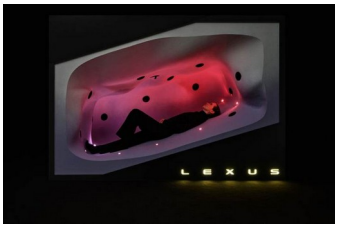


SIGHT / CASE 08

Lexus: SPACE

Mobility reframed as a 360-degree environment of light, sound and spatial perception.

Lexus's Milan Design Week 2026 presentation centred on SPACE, an immersive installation at Superstudio Più reframing mobility as a sensory environment built from light, sound and spatial perception. Visitors entered a 360-degree world inspired by the Lexus LS Concept, where movement, atmosphere and emotion were engineered as one continuous experience.



Alongside it, Discover Together 2026 presented four collaborations exploring interpretations of space, from Japanese tearoom philosophy to wearable light-based garments.



SUPERSTUDIO PIÙ, TORTONA, MILAN

MILAN DESIGN WEEK 2026

LEAD · SIGHT

TUNED WITH · SOUND

STRATEGIC NOTE / OUR READ

Lexus treats space itself as the luxury material. Rather than showing the car with a list of features, light, sound and scale create the feeling, with the car present only as inspiration. For a product people buy on feeling as much as specification, the atmosphere makes the case.

All images: Lexus



Image: Lexus



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SIGHT / CASE 09

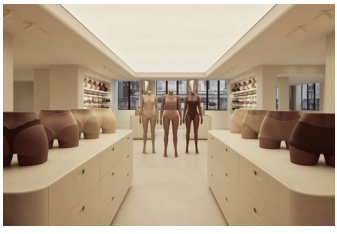
SKIMS Regent Street

A flagship that puts fit and proportion at human scale, designed by Rafael de Cárdenas.

SKIMS' Regent Street flagship, designed by Rafael de Cárdenas, frames the body-focused collection through curved fixtures, sculptural volumes and closely controlled colour. Garment arrangements and mannequins emphasise outline, fit and proportion; an artwork by Vanessa Beecroft adds another reference to bodies in space.



Rounded forms direct the gaze towards silhouettes, and the repeated display rhythm makes differences between categories, shapes and tonal shades easier to compare.



REGENT STREET, LONDON

DESIGN: RAFAEL DE CÁRDENAS

LEAD · SIGHT

STRATEGIC NOTE / OUR READ

For a brand built on fit, the store's real subject is the body. Curved fixtures and restrained colours remove distractions, so shoppers can judge silhouette, proportion and shade in person - the things a screen cannot settle. The store is not just a showroom; it is the case for the fit, made physical.

Images: Skims

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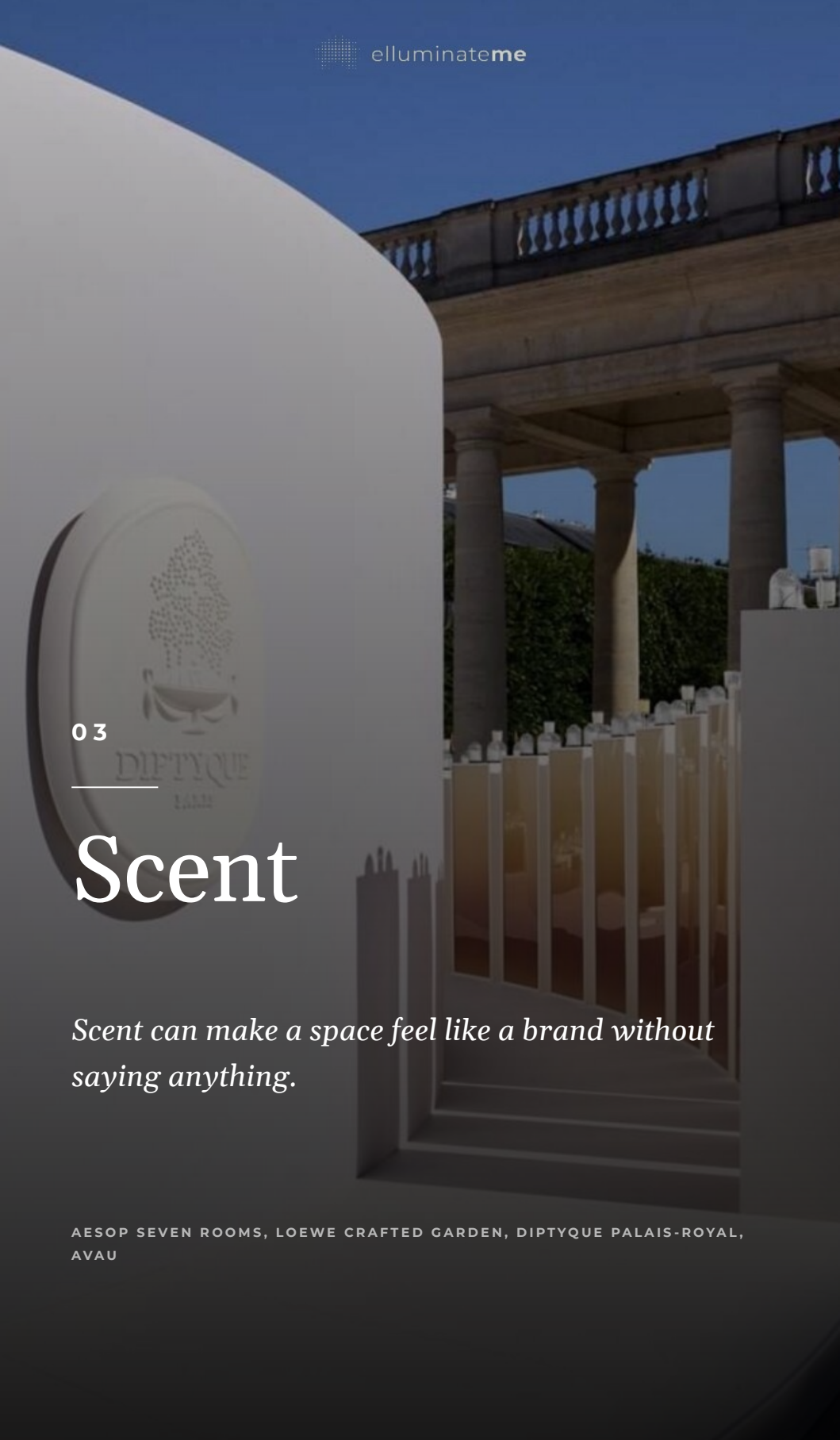

03

Scent

Scent can make a space feel like a brand without saying anything.

AESOP SEVEN ROOMS, LOEWE CRAFTED GARDEN, DIPTYQUE PALAIS-ROYAL, AVAU



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SCENT / CASE 10

Aesop Seven Rooms

A Japanese home built from Aesop's own packaging, where each room carries a different botanical scent.

The Aesop Seven Rooms exhibition at SKWAT Kameari Art Centre is a domestic installation inspired by Yasujiro Ozu's 1959 film Ohayo. Brown glass bottles and cardboard tubes form walls and partitions, sunlight passing through the amber surfaces like shoji screens; vintage furniture completes a lived-in interior.



Visitors remove their shoes before entering. Each room introduces a different botanical scent alongside tactile materials such as aged wood, and a Book Exchange with Twelvebooks, the Tawks café and weekend workshops extend the visit into participation.



LEAD · SCENT

GROUNDED IN · TOUCH

STRATEGIC NOTE / OUR READ

Aesop builds a home from its own packaging and lets small domestic rituals do the talking: shoes off, a different scent in each room, a book exchanged. The brand's values - care, quiet, honest materials - are acted out rather than claimed, and visitors leave having added something of their own.

Images: Aesop

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LOEWE
LOEWE



SCENT / CASE 11

Loewe Crafted Garden

A maze of green textile walls that slows fragrance discovery to the pace of the notes themselves.

LOEWE Perfumes Crafted Garden uses forest green textile walls to create a maze of curved pathways and partially hidden views, replacing traditional display with a slower exploration of fragrance that reflects the way individual notes reveal themselves over time.



Artisanal glass bottles with granite caps contrast delicate and weighty materials, while raw botanical scents - tomato leaves, mushroom - connect the fragrances to the plants that inspired them.



LEAD · SCENT HELD IN · TOUCH

STRATEGIC NOTE / OUR READ

The maze slows visitors to the pace of perfume: curved paths and hidden views reveal things gradually, just as fragrance notes reveal themselves over time. The granite-capped bottles add weight to what the nose is learning, and the setting brings the collection's botanical ingredients to life as a place rather than a description.

Images: Irving Studio

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Image: Loewe





Image: luxuriousbymm



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SCENT / CASE 12

Diptyque Palais-Royal

A luminous labyrinth in the Cour d'Honneur, walked at the pace of a candle's 50-hour burn.

Diptyque turned the Cour d'Honneur of Palais-Royal into a temporary sanctuary for slowness and candlelight. Light on, time off. celebrated the reinvention of its iconic candle and its symbolic 50-hour burn time.

From dawn, visitors walked a luminous labyrinth inspired by Diptyque's oval emblem, guided by subtle fragrances at every turn, while a restrained soundscape softened the city beyond. At the heart of the path, a film showed the candle burning in accelerated form, presented as an artwork, not an ad. As evening fell, soft illumination turned the courtyard into a landscape of glowing forms.





LEAD · SCENT

SOFTENED BY · SOUND

STRATEGIC NOTE / OUR READ

Scent leads, and everything else slows down. Fragrances guide the walk, a quiet soundscape keeps the city at a distance, and a film turns the candle's 50-hour burn time into an artwork. The candle's promise - suspended time - is felt here before it is ever read on the box.

Images: Diptyque


DIPTYQUE
PARIS



elluminateme



SCENT / CASE 13

AVAU Milan

Steel, timber, masonry and tapestry: a flagship that pairs each fragrance with constant material feedback.

AVAU's Milan flagship combines polished stainless steel, exposed timber, historic masonry and tapestry-covered furniture. The long upholstered counter brings softness and narrative detail into an otherwise reflective, industrial environment.

Fragrance testing encourages visitors to pause, compare and move at close range, while the tactile contrast between cool steel, soft upholstery and rough original walls gives the body constant material feedback to attach each scent to.





LEAD · SCENT

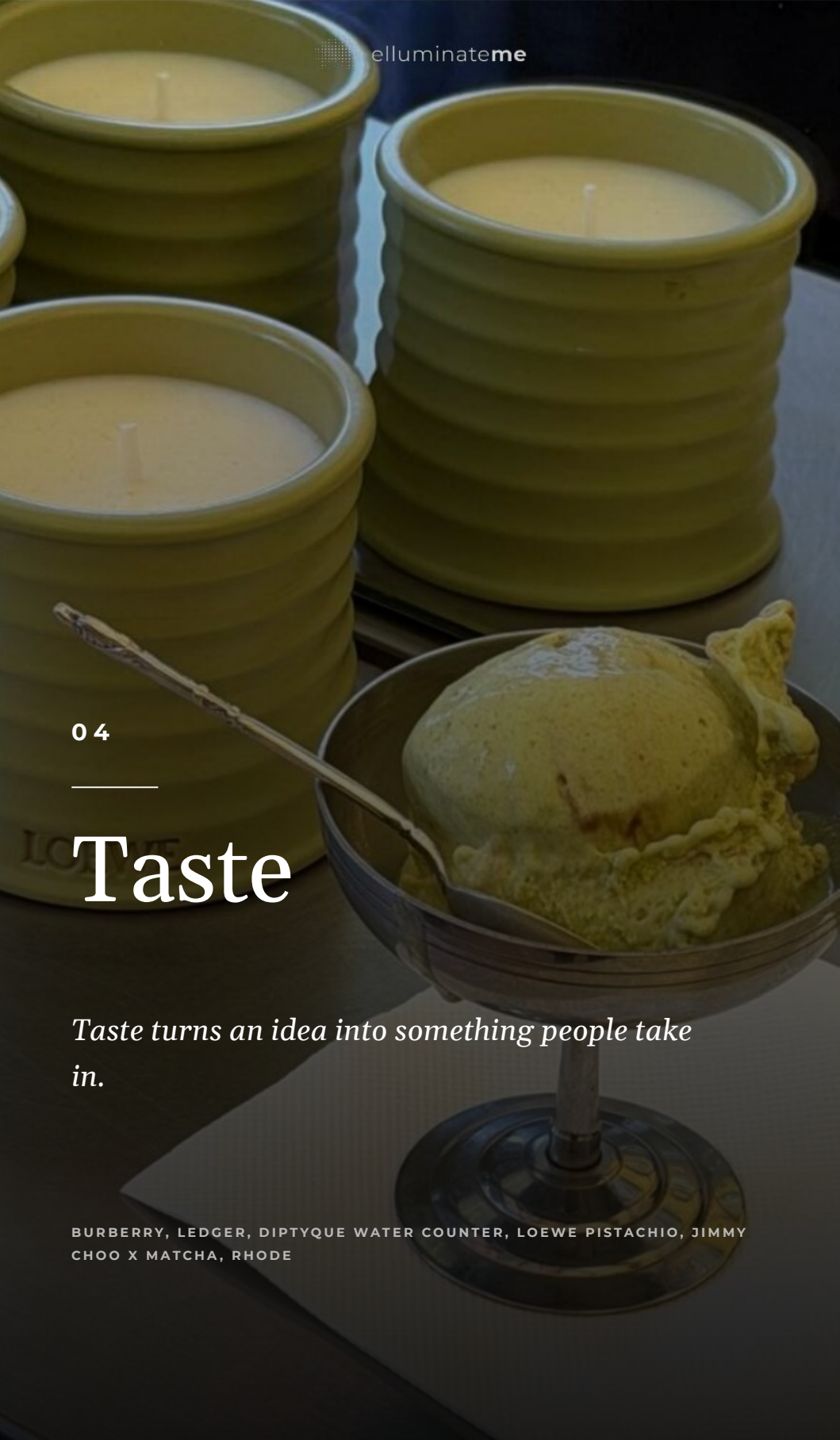
ANCHORED IN · TOUCH

STRATEGIC NOTE / OUR READ

AVAU pairs each fragrance with a texture: cool steel, soft tapestry, rough masonry. The idea is to give people something physical to attach each scent to, so the collection sticks in the mind. For a young brand without heritage, consistent materials across store, photography and social can do some of the work heritage usually does.

Images: avauparfum





04

Taste

Taste turns an idea into something people take in.

BURBERRY, LEDGER, DIPTYQUE WATER COUNTER, LOEWE PISTACHIO, JIMMY CHOO X MATCHA, RHODE



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TASTE / CASE 14

Burberry English Garden

An English garden in Shanghai for the 170th anniversary: hedge maze, treasure hunt, oversized chessboard and coffee.

To mark its 170th anniversary, Burberry created an immersive English garden in Shanghai featuring a hedge maze, treasure hunt, oversized chessboard, coffee cart and limited-edition Shanghai keyrings.

The maze requires visitors to navigate and discover the space; the chessboard turns a familiar game into a large-scale interactive installation; the coffee cart introduces taste and smell, and the treasure hunt gives the visit a clear objective.

SHANGHAI

170TH ANNIVERSARY





LEAD · TASTE

JOINED BY · SCENT + PLAY

STRATEGIC NOTE / OUR READ

The garden turns an anniversary into a day out. The maze, treasure hunt and giant chessboard invite play, and the coffee cart gives the visit a taste and smell to remember it by. Instead of telling visitors about 170 years of history, Burberry lets them spend the afternoon inside it.

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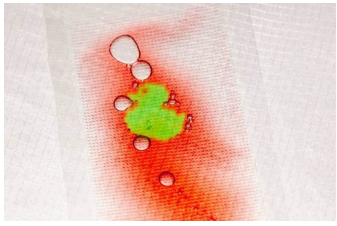
TASTE / CASE 15

Ledger x Balbosté

A Paris afterparty that turned an invisible promise into dinner: what does security feel, look and taste like?

Ledger is a hardware wallet for cryptocurrency - a form of “cold storage” that keeps private keys offline, physically isolating them from network exposure while still enabling controlled interaction with blockchain assets.



For the Ledger OP3N afterparty in Paris, the studio Balbosté translated this idea into a culinary experience. The dishes carried the concept as edible metaphors of digital protection: a burger sealed inside a soft purple brioche bun, blockchain pavlovas and translucent jellied bites.



LEDGER OP3N AFTERPARTY, PARIS

CONCEPT + FOOD DESIGN: BALBOSTÉ

LEAD · TASTE

CARRIED BY · SIGHT + TOUCH

STRATEGIC NOTE / OUR READ

Ledger’s product is physical, but its promise - security - is invisible. The dinner made that promise something guests could taste: value sealed inside food they could bite into. When an idea is too abstract to show, give it to a sense people can experience directly. Here, the product’s claim became the menu.

Images: Balboste





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TASTE / CASE 16

Diptyque Water Counter

Infused waters translate the brand's Mediterranean water garden into something visitors can drink.

Diptyque introduced The Water Counter, an immersive retail experience inspired by the brand's Mediterranean water garden, Jardin des Eaux. Created with The Social Food, it offered visitors infused waters made with fruits, flowers and aromatic herbs.

The experience supported the Summer 2026 collection, developed with mosaic artist Mathilde Jonquière, translating the references behind the products - Venetian enamel, glass paste, gold tesserae - into flavours, aromas and colours visitors could take in.





LEAD · TASTE

DRAWN FROM · SIGHT + SCENT

STRATEGIC NOTE / OUR READ

The Water Counter lets visitors drink the collection's inspiration. Tasting the garden - fruits, flowers, herbs - gives the mosaic-inspired packaging a reference point people can literally take in. When a product's story starts in a place, letting people taste that place makes the story easy to grasp.

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TASTE / CASE 17

Loewe Pistachio

A pistachio gelato pop-up that makes a fragrance note something you can taste.

LOEWE Perfumes created a pistachio ice cream pop-up at The Dreamery in London, inspired by the brand's pistachio-scented candle. A bespoke pistachio gelato connected scent and taste, the space was designed in pistachio green, and visitors could explore LOEWE's gourmand fragrance range alongside.

THE DREAMERY, LONDON





LEAD · TASTE

MIRRORING · SCENT

STRATEGIC NOTE / OUR READ

Scent is hard to put into words; pistachio ice cream is easy to taste. The gelato gives the fragrance a reference everyone understands and a way into the gourmand range. When the lead sense is hard to describe, use a neighbouring one people can already talk about.

Image: Loewe


LOEWE



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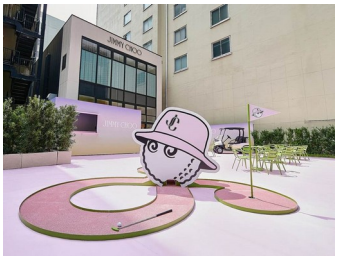
TASTE / CASE 18

Jimmy Choo x The Matcha Tokyo

Fashion meets tea culture in Ginza: lilac and rose pink against the deep green of organic matcha.

The Jimmy Choo x THE MATCHA TOKYO Ginza Garden brings together fashion, tea culture and playful interaction. A tanzanite lilac and rose pink palette contrasts with the deep green of organic matcha, and a crazy golf course encourages visitors to move through the space physically.

The sound of bamboo whisks against ceramic bowls introduces the rhythm of matcha preparation, while the tea's earthy bitterness counters the soft palette - modern luxury set against traditional craft.





LEAD · TASTE

CONTRASTED BY · SIGHT + SOUND

STRATEGIC NOTE / OUR READ

The partnership works through contrast: lilac against matcha green, polished fashion against whisk and ceramic. Taste, sound and texture give the two brands a shared language that a logo pairing never could, and the golf course lets visitors experience the partnership physically, not just look at it.



Image: Rhode



TASTE / CASE 19

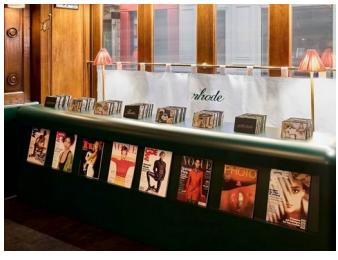
Rhode x Le Bonaparte

A Saint-Germain bistro becomes Rhode for a launch: madeleines, croissants and a Café Rhode latte.

For Rhode's European Sephora launch, the brand took over Le Bonaparte, an established Saint-Germain-des-Prés bistro, keeping its familiar café codes while translating Rhode products into food: lemon madeleines, raspberry-filled croissants, profiteroles and a vanilla-cinnamon Café Rhode latte.



Branded menus, postcards, tableware and a Rhode Metro Card inserted the brand's clean graphic identity into the bistro without rebuilding it.



LE BONAPARTE, SAINT-GERMAIN-DES-PRÉS, PARIS

LEAD · TASTE

FRAMED BY · SIGHT

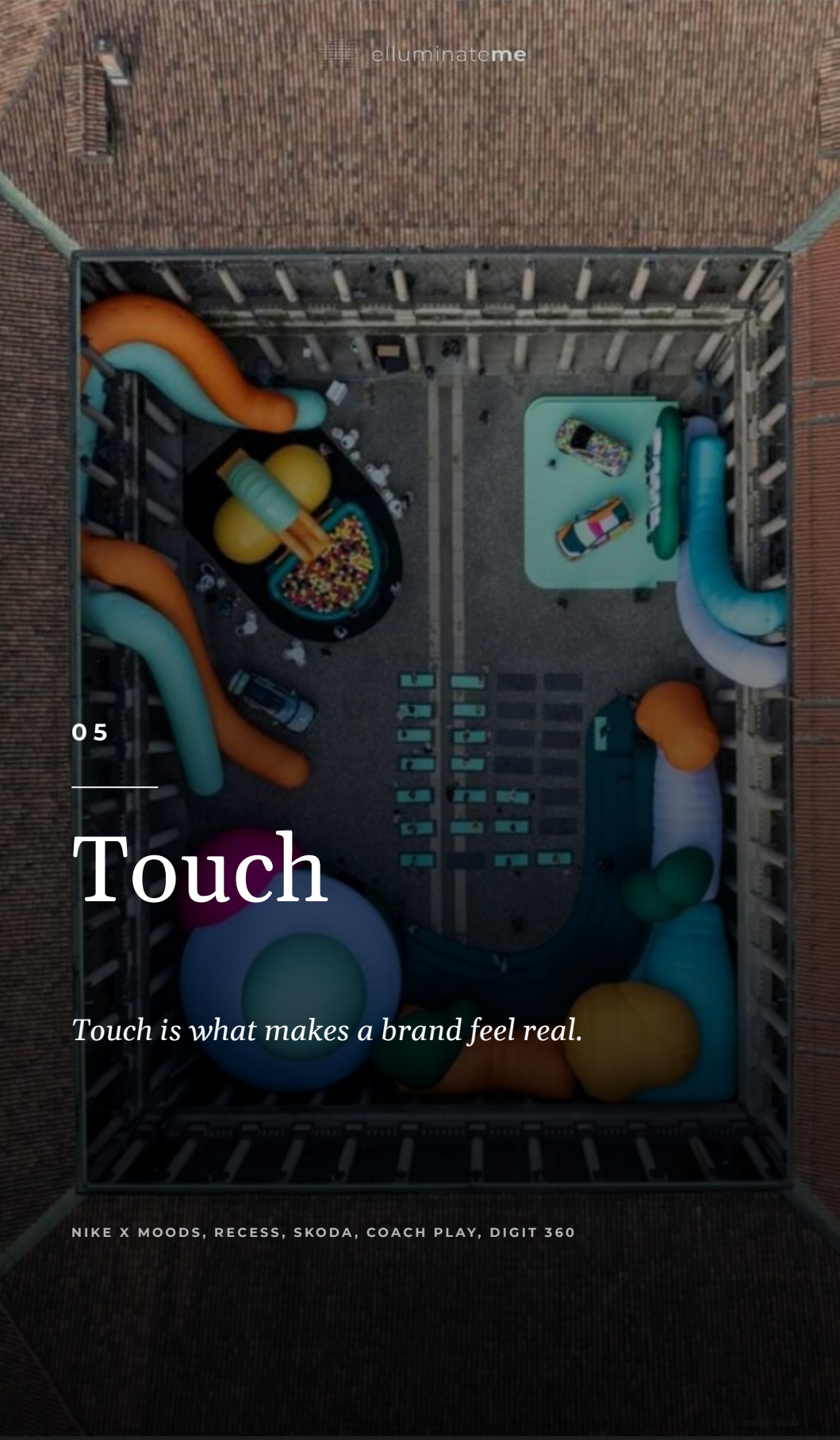
STRATEGIC NOTE / OUR READ

The bistro brings the location and the charm; Rhode brings the menu. Turning products into pastries makes the brand something you can taste, with no fit-out needed. For a launch, borrowing a loved local venue brings warmth a new space would have to earn, and the Metro Card gives guests a gentle nudge towards Sephora.

Image: studioboum


rhode
Paris
rhode
VOGUE
DOUCEUR
DOREE
D'AUTOMNE
CHOC
DU FUTUR
ANNE BROCHET
ANTONIO
ACCESSOIRES

Image: Rhode



05

Touch

Touch is what makes a brand feel real.

NIKE X MOODS, RECESS, SKODA, COACH PLAY, DIGIT 360



Image: Moods Aromatherapy



TOUCH / CASE 20

Nike x Moods

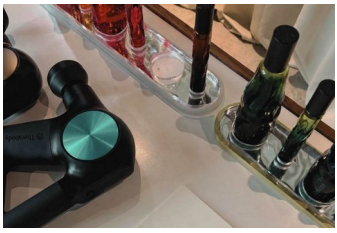
A one-day London experience treating recovery as an active part of performance.

Nike worked with Moods Aromatherapy on a one-day London experience exploring recovery as part of performance, structured around changes in pace, attention and bodily state.

Scent introduced an immediate atmospheric cue through blends associated with calm; touch brought the body in through physical treatment; sound helped regulate the environment's pace - three senses working as one coordinated reset rather than separate features.

LONDON, ONE-DAY EXPERIENCE

WITH MOODS AROMATHERAPY





LEAD · TOUCH

PACED BY · SOUND + SCENT

STRATEGIC NOTE / OUR READ

Nike is extending performance to include recovery, and the senses make the shift easy to grasp: scent as an instant calming cue, touch through treatment, sound to slow the pace. Recovery stops being simply 'not training' and becomes an experience Nike can host - wider territory without a product mentioned.

Image: Moods Aromatherapy

TREATMENT MENU

Nike presents two express treatments bringing together Western and Eastern wellness practices for a quick, pre-Fashion Week reset.

BODY

Moods x Therabody treatment — 15–20 min

Targeted muscular stimulation using Therabody technology, focused on the shoulders, back and upper body to release tension and recharge.

POINT

Ear Seeding — 15–20 min

An express auricular acupressure treatment rooted in Traditional Chinese Medicine, applying discreet gold ear seeds to targeted pressure points for continued stimulation beyond the treatment.

Image: Moods Aromatherapy



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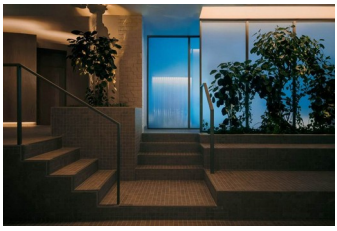
TOUCH / CASE 21

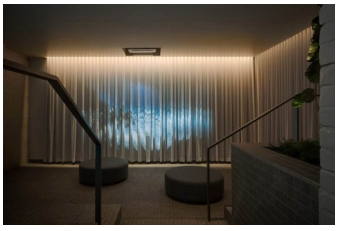
Recess Thermal Station

A 75-minute thermal circuit in Montreal, where material, light, sound and scent mark each shift between heat and cold.

Recess Thermal Station in Montreal, designed by Future Simple Studio, is a 75-minute circuit that begins at a cold-rolled steel counter beside a low basin, where guests clean their hands with Aesop products. Metal and water set the tone before any signage.



A gently ramped tunnel, lit like reflections on water, leads through slate-floored locker rooms to a circular sauna wrapped around a drum of coals, where guided sessions combine heat, essential oils and music. Cold immersion follows in a blue-lit plunge pool for up to twelve. Through the circuit, changes in steel, stone, timber, light, sound and temperature guide movement and orientation.



LEAD · TOUCH

SEQUENCED BY · SCENT + SOUND

STRATEGIC NOTE / OUR READ

The experience runs on sequencing: changes in material, light, sound and scent mark each shift between heat and cold, so guests find their way by feel rather than by signs. Aesop is part of the route from the first hand wash - used inside the ritual, not placed on a shelf.

Image: Félix Michaud



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TOUCH / CASE 22

Škoda Epiq x Ulises Studio

Monumental inflatables and modelling clay bring the Epiq campaign's central motif into visitors' hands.

At Milan Design Week 2026, Škoda collaborated with Ricardo Orts of Ulises Studio on an installation inspired by modelling clay, the central motif of its electric Epiq campaign. Monumental inflatable forms in vivid colours extended through the courtyard of Palazzo del Senato, set against its rigid stone architecture.



The Epiq Sculpt carried a hand-moulded surface, and a creative area let visitors shape their own figures and see them translated into digital forms.



LEAD · TOUCH

AMPLIFIED BY · SIGHT

STRATEGIC NOTE / OUR READ

Modelling clay is a friendly choice for a car launch: familiar and easy for anyone to join in. Letting visitors shape the campaign's motif with their hands turns the car's identity into something they make, not just see, and the digital versions connect their creations back to the Epiq. Taking part with your hands makes new technology feel less intimidating.

Image: skoda



Image: Skoda



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TOUCH / CASE 23

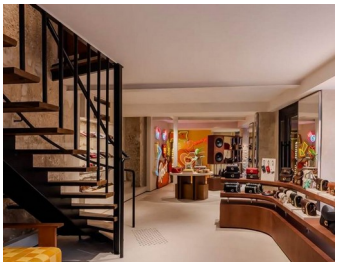
Coach Play Paris

Coach's first Play concept store: a Le Marais format built around handling, play and personalisation.

Coach opened its first Coach Play concept store in Paris's Le Marais district, introducing a retail format built around handling products, exploring interactive installations and personalising selected items. The location connects the store with a neighbourhood associated with fashion, design and independent retail.

LE MARAIS, PARIS

FIRST COACH PLAY CONCEPT STORE





LEAD · TOUCH

DRIVEN BY · MOVEMENT

STRATEGIC NOTE / OUR READ

Coach Play gives the customer a new role: touch, personalise, explore. The bet is that a bag you have handled and made your own means more than one behind glass - the participation itself is the luxury. Play is an unexpected tone for a heritage leather brand, and that surprise is what makes it memorable.



Image: culted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TOUCH / CASE 24

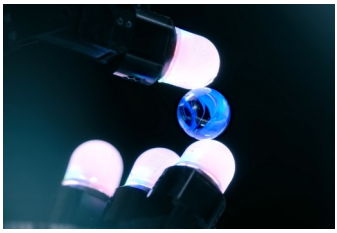
Digit 360

A finger-shaped tactile sensor that aims to digitise touch at human-level precision.

Digit 360 is a finger-shaped tactile sensor from Meta, designed to digitise touch at human-level precision. Meta reports more than 18 sensing features, spatial detail down to 7 microns and forces as small as 1 millinewton, with response times up to 30 times faster than human touch.

Touch has been the hardest sense to reproduce in digital environments; high-resolution optical sensing across a curved surface is an attempt to close that gap.



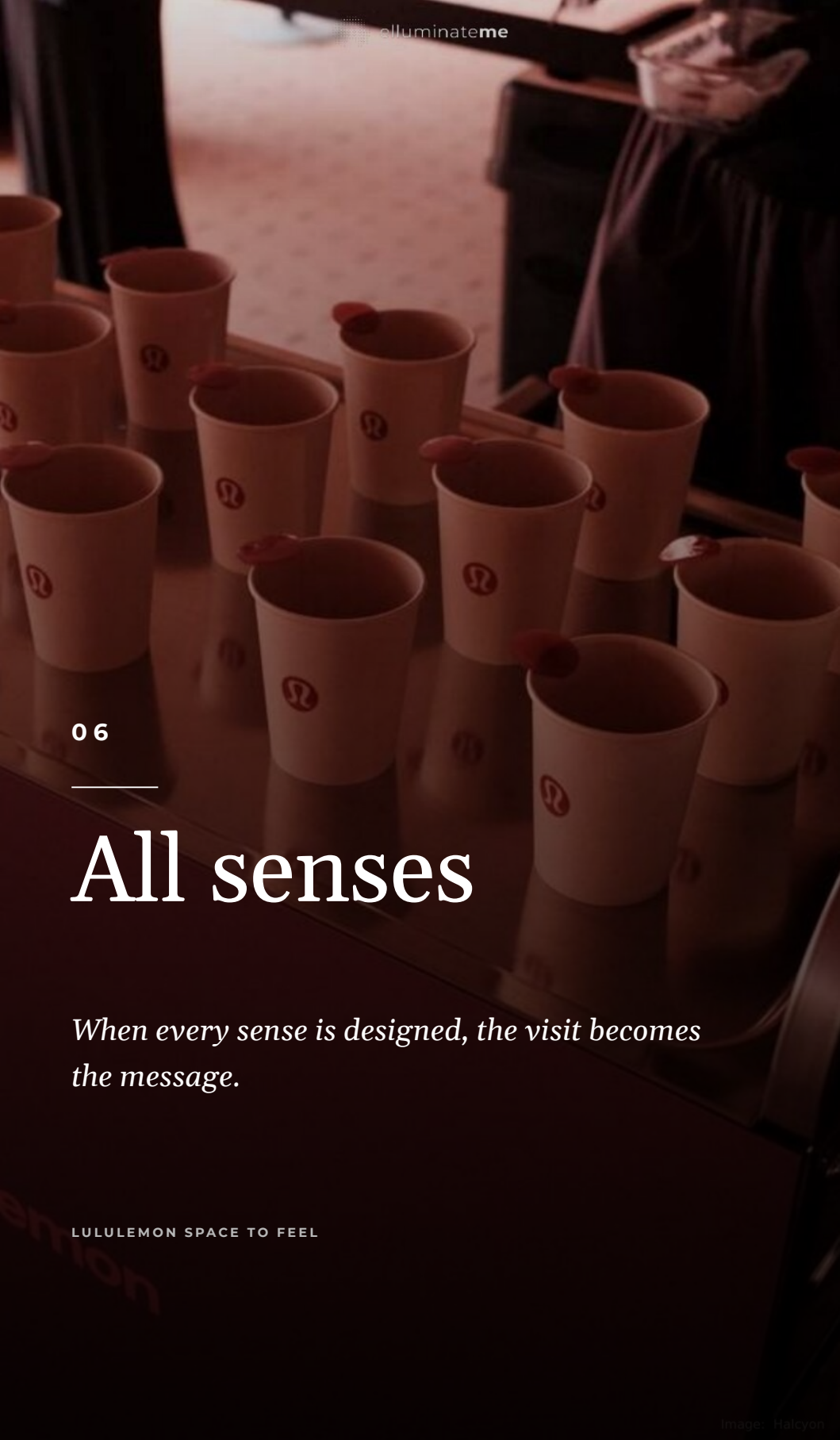


LEAD · TOUCH

STRATEGIC NOTE / OUR READ

If touch can be measured digitally, it can be designed and shared remotely. For brands, that could make texture a provable part of identity - the friction of a fabric, the vibration of a tool - and close the gap between buying online and holding the product. The figures are Meta's own for now; the direction is worth watching.

Image: Meta



06

All senses

When every sense is designed, the visit becomes the message.

LULULEMON SPACE TO FEEL

Image: Halcyon



Image: Halcyon



ALL SENSES / CASE 25

Lululemon Space to Feel

Five days of yoga, meditation, performance, light, sound and fragrance in a Seoul history museum.

Lululemon hosted Space to Feel at the Seosomun Shrine History Museum in Seoul as part of its global Summer Series. Over five days, yoga, meditation, performance, light, sound and fragrance combined into a guided sensory journey focused on body awareness and mindfulness, with more than 1,000 guests taking part.

Movement, breath and stillness carried the experience, while the museum setting added a connection to reflection and memory that matched its inward focus.





ALL SENSES

LED BY · MOVEMENT

STRATEGIC NOTE / OUR READ

Space to Feel turns Lululemon's wellness promise into something guests actually do: move, breathe and pause across five days. The museum setting adds reflection and cultural weight a store cannot. For a brand selling a way of living, hosting the practice itself makes the promise credible.

Image: Halcyon



Image: Halcyon



Image: Halcyon

Across these 25 examples, a pattern repeats. Brands are offering a state, not just a product: calm, recovery and slowness, with the product sitting inside that feeling. Visitors are invited to choose, curate and take part rather than simply look. And the ideas hardest to explain - security, craft, luxury - become graspable when they can be tasted, touched or stepped into.

As more of life is mediated by screens and AI, what feels human is valued differently.

These examples show brands designing for that. We call it the Feeling Economy.

Steven Kainth
ELLUMINATE ME

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We Don’t Just Spot What’s Next. We Help You Act on It

Steven Kainth has spent over two decades helping global brands navigate innovation. At the heart of his work is a belief that communication should move people — and deliver results.

.

“Steven is truly a rare find. He’s a brilliant strategist with a keen ability to stay tuned into those industry happenings that others seem to miss. He is the consummate dot-connector, making profound observations that tie the current trends to client needs in practical, usable, achievable ways. He is deft and inspiring in his communications with current and prospective clients: they seem to hang on his every word... But it's not just flair. He has the substance to back it up.”

General manager, Berkshire Hathaway company

TO EXPLORE HOW ELLUMINATE CAN SUPPORT YOUR NEXT PROJECT OR STRATEGIC CHALLENGE

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Some of our clients and brand experiences:

fitbit Google FORTNUM &MASON EST 1707 hp Mercedes-Benz

MICHAEL KORS Microsoft OAKLEY OMEGA

PRADA Ray-Ban SONY SONOS UGG

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