

Infusing luxury retail into a refined digital experience for a prestigious perfumery.

House of Amouage

Experience Design · Oman

🕒 5 months

# Overview

Co-led a digital revamp for an international luxury perfume manufacturer in Oman, involving over a month of onsite travel to Muscat. Resulted in a significant increase, with online sales reaching 100K GBP (5 times higher than previous margins). Actively participated in the entire project lifecycle, from Requirement Gathering to UAT, ensuring a smooth release.

- ⚡ Field research & Ethnography
- ⚡ KPI based E-commerce design system
- ⚡ Moderated hybrid user testing
- ⚡ Extended branding and service design

PASSION  
CELEBRATE THE  
EXTRAORDINARY  
Lorem ipsum dolor sit amet, consectetur adipiscing  
elit, sed do eiusmod tempor incididunt ut labore et  
dolore magna aliqua. Ut enim ad minim veniam,  
quis nostrud exercitation



DISCOVER  
THE SECRET  
GARDEN  
COLLECTION

INSPIRATION  
STORY OF THE  
SCENT

PRICE: 300 OMR  
QTY: 1

AMOUAGE

HOME / FRAGRANCES / LOVE TUBEROSE



FRAGRANCE / WOMEN  
LOVE TUBEROSE

The poetic romance of this  
gourmand tuberose tells the  
story of unrequited love.

PRICE: 100 OMR  
QTY: 1  
SIZE: 300 ML

AMOUAGE

AMOUAGE  
FLAGSHIP STORES



+ ASIA  
+ EUROPE  
- OMAN  
Bustan Palace

OTHER COLLECTIONS  
MAIN COLLECTION



THE GIFT  
OF KINGS

# Key Pointers

- Collaborated with Amouage's CXO, Renaud Salmon, known for successfully developing fragrance businesses for luxury brands like Dolce&Gabbana, Alexander McQueen, and Marc Jacobs.
- Enhanced the information architecture of Amouage's e-commerce site, boosting visibility and increasing conversions.
- Translated the remarkable in-shop experience of Amouage into an online-commerce platform by conducting contextual inquiries during onsite travel, understanding user mental models, and streamlining the shopping experience.
- Merged 'Omani' tradition with 'European' minimalism in the design journey, resulting in a sleek and minimal e-commerce platform.

THE MAIN COLLECTION

THE MIDNIGHT FLOWER COLLECTION

THE SECRET GARDEN COLLECTION

THE LIBRARY COLLECTION



THE SECRET GARDEN COLLECTION

"It's like you walk into a garden"

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua.

GO TO COLLECTION

LOVE MIMOSA

[SHOP ALL](#)

FRAGRANCES

CANDLES

BATH & BODY

HOME

LILAC LOVE

[SHOP ALL](#)

FRAGRANCES

CANDLES

BATH & BODY

HOME

LOVE TUBEROSE [SHOP ALL](#)

FRAGRANCES

CANDLES

BATH & BODY

HOME

SECRET GARDEN MINIATURE SET

BLOSSOM LOVE [SHOP ALL](#)

FRAGRANCES

CANDLES

BATH & BODY

HOME

WOMEN

MEN

UNIVERSAL

DISCOVERY SETS

TRAVEL

FEATURED

FRAGRANCE FINDER

ALL FRAGRANCES [SHOP ALL](#)

LOVE TUBEROSE

LOVE MIMOSA

POTRAYAL

IMITATION

FIGMENT

BEACH HUT

BLOSSOM LOVE

BRACKEN

LOVE TUBEROSE

LOVE MIMOSA

POTRAYAL

IMITATION

FIGMENT

BEACH HUT

BLOSSOM LOVE

BRACKEN

BEST SELLERS [SHOP ALL](#)

HONOUR

POTRAYAL

LOVE MIMOSA

IMITATION

JOURNEY

BEACH HUT

IMITATION

JOURNEY

FEATURED [SHOP ALL](#)

LILAC LOVE

POTRAYAL

LOVE MIMOSA

BEACH HUT

IMITATION

JOURNEY

BEACH HUT

IMITATION

JOURNEY

BEACH HUT

IMITATION

JOURNEY



LOVE TUBEROSE  
FRAGRANCE | WOMEN

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

PART OF:  
SECRET GARDEN COLLECTION

Product categorisation that evolved through brand affinity mapping, in-store observations, and persona analysis



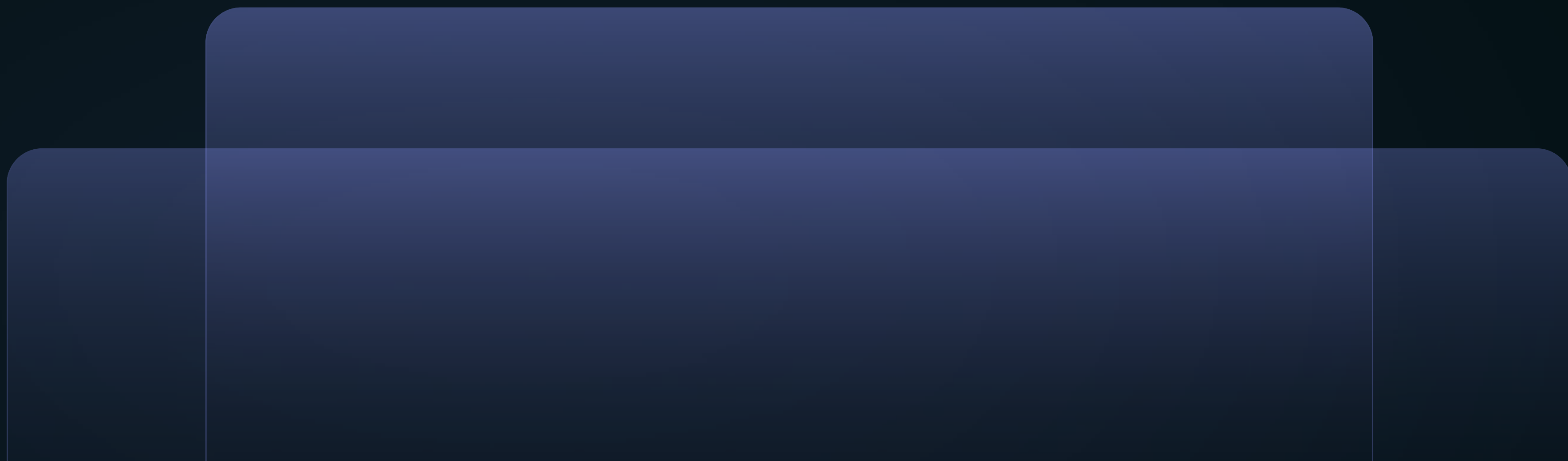
3X Customer  
Onboarding



5X Online  
Sales Revenue



40% Customer  
Retention



ACCOUNT INFORMATION

Contact information  
John Doe  
john@example.com  
[Edit | Change password]

Change Password  
Current Password  
New Password  
[SAVE]

COLLECTIONS  
New Collection  
Midnight Flower Collection  
Serenity Garden Collection  
Library Collection

HOUSE OF AMOUGE  
The vision centre  
Our story  
Our philosophy  
News

LINKS  
Fragrance Finder  
Stores  
Blog  
Customer Support

Full name  
E-mail  
Password  
Confirm password  
[LOGIN]

OR

[LOGIN WITH FACEBOOK]  
[LOGIN WITH GOOGLE]

SHARE & PROMOTE LOGO

AMOUAGE  
Lorem ipsum dolor sit amet.

COLLECTIONS  
New Collection  
Midnight Flower Collection

HOUSE OF AMOUGE  
The vision centre  
Our story

LINKS  
Fragrance Finder  
Stores

AMOUAGE

FRAGRANCES | BATH & BODY | HOME | COLLECTIONS | NOVELTY | BEST SELLERS | GIFTS | HOUSE OF AMOUGE

SHOPPING CART

LOVE TUBEROSE  
100 OMR  
300 ML  
[SHARE] [MOVE TO WISHLIST]

BEACH HUT  
100 OMR  
300 ML  
[SHARE] [MOVE TO WISHLIST]

Love Tuberose (300ML) x1  
Beach Hut (300ML) x1  
Total: 210 OMR  
[CHECKOUT]

OFFER CODE  
If you have an offer code, enter it here  
[OFFER]

AMOUAGE

DELIVERY DETAILS

PICKUP FROM YOUR NEAREST STORE

AVENUE MALL Highway 50 5th Floor London United Kingdom Tel: 00 20 7226 1346	AVENUE MALL Highway 50 5th Floor London United Kingdom Tel: 00 20 7226 1346	AVENUE MALL Highway 50 5th Floor London United Kingdom Tel: 00 20 7226 1346
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[SELECT STORE] [CANCEL]

AMOUAGE

FRAGRANCES | BATH & BODY | HOME | COLLECTIONS | NOVELTY | BEST SELLERS

LOGIN

E-mail  
Password  
[LOGIN]

OR

[LOGIN WITH FACEBOOK]  
[LOGIN WITH GOOGLE]

SHARE & PROMOTE LOGO



VIEW MORE

FRAGRANCE FINDER  
FIND YOUR SCENT

>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

[EXPLORE]

INSTAGRAM

AMOUAGE

FRAGRANCES | BATH & BODY | HOME | COLLECTIONS | NOVELTY | BEST SELLERS | GIFTS | HOUSE OF AMOUGE

LOVE TUBEROSE  
100 OMR  
300 ML  
[SHARE] [ADD TO WISHLIST]

PRICE: 100 OMR  
[BUY] [ADD TO CART]

MAN | WOMAN

Best sellers / results 12

[FILTER BY] [SORT BY]

LOVE TUBEROSE 100-300	INSPIRATION 100-300	ESSENTIAL 100-300	MYSTIC 100-300
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RETAIL LOCATIONS

Find retail stores using the filter or map below

[SEARCH] [DUBAI]

BOOK A VISIT

Name  
E-mail  
Phone  
Address  
[BOOK NOW]

AMOUAGE

FRAGRANCES | BATH & BODY | HOME | COLLECTIONS | NOVELTY | BEST SELLERS | GIFTS | HOUSE OF AMOUGE

AMOUAGE SUPPORT

On shipping your order, we will send a confirmation email with your tracking number. You may check the status of your order online by logging in to your account and clicking the "Order history" tab. Your order status may take up to one hour to update after your order has been placed.

Standard Delivery Times

Mr. Andrew,  
YOUR ORDER IS CONFIRMED!

[TRACK ORDER]

Please allow 3-5 business days for your order to arrive.

AMOUAGE

FRAGRANCES | BATH & BODY | HOME | COLLECTIONS | NOVELTY | BEST SELLERS

Mr. Andrew,  
YOUR ORDER IS CONFIRMED!

[TRACK ORDER]

Please allow 3-5 business days for your order to arrive.

AMOUAGE

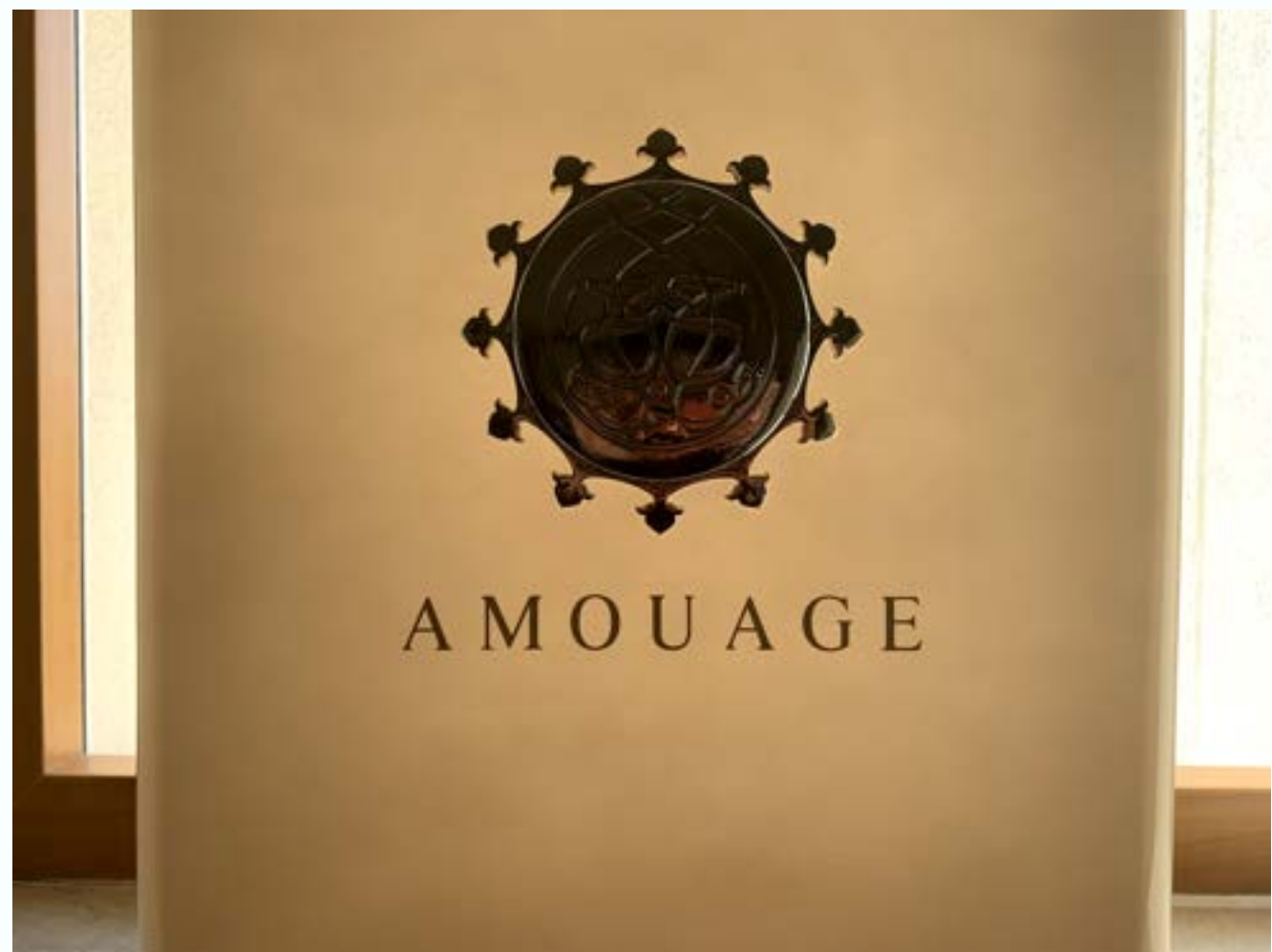
Delivery address:  
Al Bustan Palace  
Muscat

ORDER TOTAL

Love Tuberose (300ML)  
Beach Hut (300ML) x1  
Gift Wrap x1  
International Shipping

TOTAL

~ Custom Magento 2 Web Shop Experience



# AMOUAGE

[Visit website](#) →





# Involvement



## RESEARCH

- Requirement Gathering
- Stakeholder Meetings
- Demos & Presentation
- Market Analysis
- Field Research
- User Interviews
- Competitor Analysis
- Project Roadmaps

## DEVELOP

- User Personas
- Customer Journey Mapping
- Task Flow Definition
- Information Architecture
- Wireframing & Design
- HiFi Prototyping
- Motion Design

## LAUNCH

- Moderated User Testing
- A/B Testing
- KPI based evaluation
- Design Sprints
- Scrum & Agile Planning
- Developer Handoff

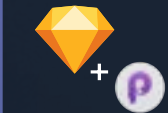
# Tools used



 **Adobe XD**  
Collaborative Design

 **JIRA**  
Project Management

 **Adobe Suite**  
Visual & Motion Design

 **Sketch + Principle**  
HiFi Prototyping