

ERIS PARFUMS X BROOKLYN BATHHOUSE

AN IMMERSIVE JOURNEY THROUGH THE WORLD OF ERIS

LUXURY MARKETING ▪ DECEMBER 2025

CINDY ▪ LAURA ▪ NORA ▪ OLIVIA

ERIS PARFUMS

Eris Parfums, inspired by the Greek Goddess of troublemaking and disruption, defies conventional perfumery. Its fragrances are unexpected, daring, and alluring. Crafted with artistry as rich and intoxicating as an elixir, each scent invites the wearer into a realm of myth and divinity, encouraging them to embrace sensuality, challenge gender norms, and command a space with the power of nature: divine, human, and elemental.





ORIGIN

Launched in 2019, Bathhouse brings an expanded interpretation of European bathhouse culture into an industrial, sleek, and sultry setting, with weekday day passes starting at \$49 before treatments.

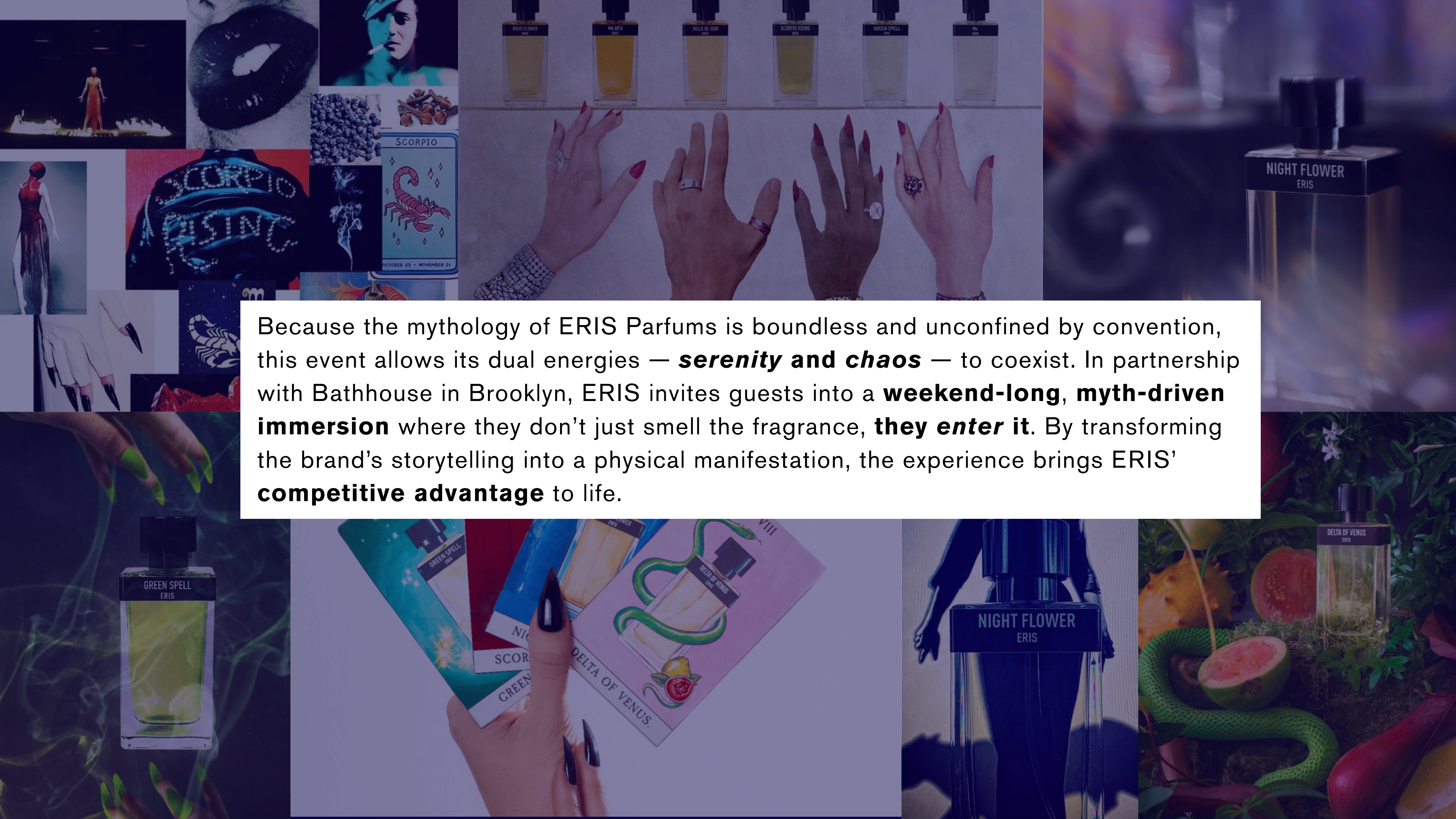
AUDIENCE

This experience is designed for a high-income, 20-40-year-old audience seeking an artistic, elevated wellness escape, especially those drawn to the creative, culture-driven energy of Williamsburg.

BENEFITS OF THE EVENT

This collaboration reinforces ERIS' mystical identity by connecting it to bathhouse history which has connections to ancient purification rituals. The event draws new visitors to and boosts Bathhouse sales with the rooftop bar open all weekend, while the themed drink menu introduces regular guests to ERIS.

THE BATHHOUSE WILLIAMSBURG



Because the mythology of Eris Parfums is boundless and unconfined by convention, this event allows its dual energies — ***serenity* and *chaos*** — to coexist. In partnership with Bathhouse in Brooklyn, Eris invites guests into a **weekend-long, myth-driven immersion** where they don't just smell the fragrance, ***they enter it***. By transforming the brand's storytelling into a physical manifestation, the experience brings Eris' **competitive advantage** to life.

- **invite-only Friday night launch** with exclusive immersive journey through **four relaxation chambers**
- experience culminates on the rooftop with a complimentary **ERIS signature cocktail**
- **after-hours rooftop party** follows the chamber experience
- **rooftop bar with the ERIS cocktail menu stays open all weekend for all Bathhouse guests**
- opening-night complimentary **gift shop** featuring ERIS fragrances and event souvenirs

EVENT OVERVIEW

Guerrilla Strategy

- Uses Bathhouse instead of a traditional pop-up
- Fragrance appears in saunas, steam rooms, and pools
- Creates a sensory takeover that feels discovered
- Elemental chambers act as hidden installations
- Focus on immersion and organic sharing, not ads
- Rooftop menu exposure reaches guests naturally

THE INITIATIVE MEETS THE SIX CRITERIA:

INITIATIVE	IMAGE & ARTISTIC LEGACY	CUSTOMER EXPERIENCE	IMAGE ELEVATION & ASPIRATIONAL POSITIONING	FINANCIAL STRATEGY	YOUTH ENGAGEMENT & CULTURAL RELEVANCE	INNOVATION AND CREATIVE ADVANCEMENT
COLLABORATION WITH BATHHOUSE	This production is rooted in the ERIS legacy, driven by not only the aesthetic identity of the brand but also disrupting the traditional fragrance experience, an homage to ERIS as a symbol of disruption.	The event is a personalized experience immersing the customer into the world of ERIS fragrances. The ERIS fragrances featured are up to the luxury standards the brand manufactures with consistently.	The experience preserves ERIS' aspirational edge by offering a niche collaboration only its distinct point of view could create. It transforms the fragrances into immersive art and pairs them with an exclusive, high-end wellness journey.	The overall production is within the \$50-\$100k budget. The event will also bring in revenue from fragrance sales at the spa.	The 35 and under segment is targeted through the guest list and Bathhouse demographics. Omnichannel strategy will maintain relevance and expand the reach of the event.	The event reimagines what fragrance can be, transforming scent into a full-body, multisensory encounter. ERIS becomes experiential art within a wellness-driven environment.

ART

- storytelling brought to life through mythology
- four elemental chambers act as living art installations
- celebrates sensuality, gender fluidity, and nonconformity → aligning with NYC culture
- engages in immersive art and experiential luxury

SCIENCE

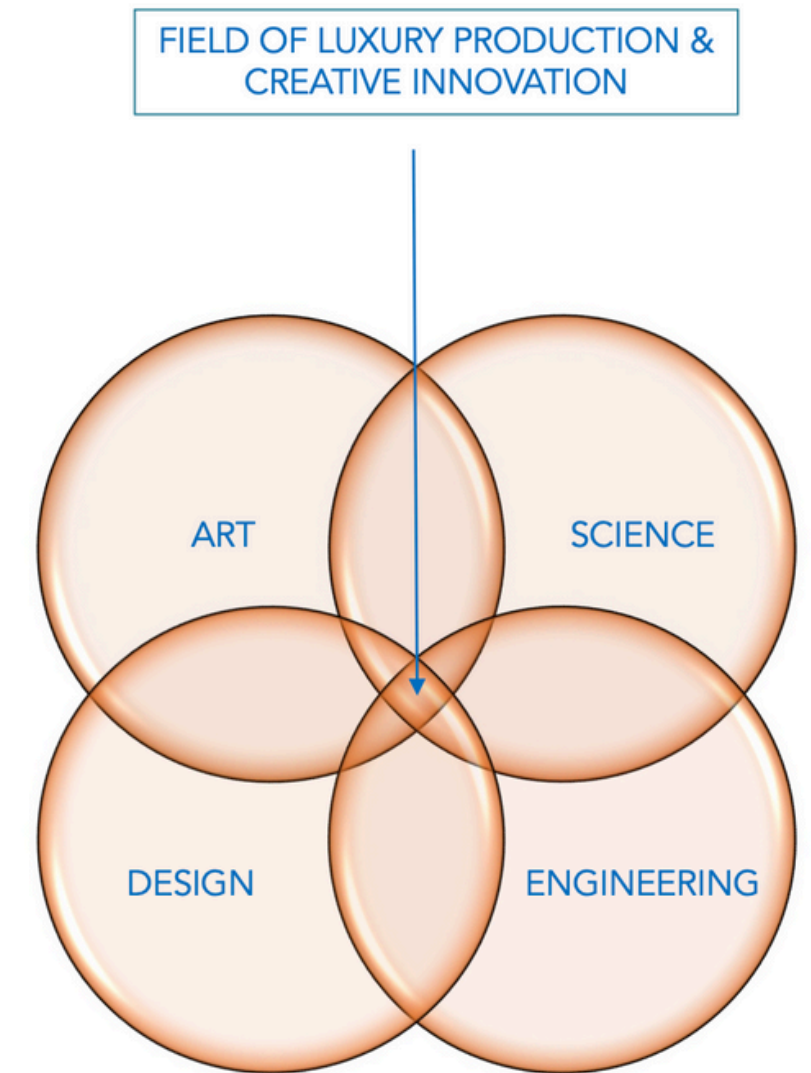
- controlled thermal environments enhance scent perception

ENGINEERING

- props and effects are thoughtfully integrated to ensure safety in heated environments

DESIGN

- cohesive visual and sensorial identity across chambers and rooftop
- “elixir” cocktails and scented tarot-card coasters extend design language



Symbolic: invites guests into ERIS's mythological universe

Experiential: immersive design creates unforgettable sensory memory

Functional: rooftop bar and gift shop drive purchase, and organic brand exposure

VALUE

The Bathhouse is transformed into four elemental chambers — **Earth, Water, Fire, and Air** — each representing a distinct facet of the brand: *Stability*, *Emotion*, *Passion*, and *Freedom*. The eight perfumes are divided within the rooms, with each pair reflecting and amplifying its corresponding theme.



Green Spell — green aura, capturing the vitality of a spring day
Delta of Venus — lush and fruity; Garden of Eden



Scorpio Rising — spiced and smoky; burns with intensity
Ma Bête — hot and feral; evokes animalic energy of an open flame



Mxxx. — ambergris ingredient from the sperm whale
Night Flower — midnight-blue aura, reminiscent of moonlit water



Mx. — genderless fragrance, embodying the liberation of air
Belle de Jour — floral/seaweed contrasts capture wind's unpredictability

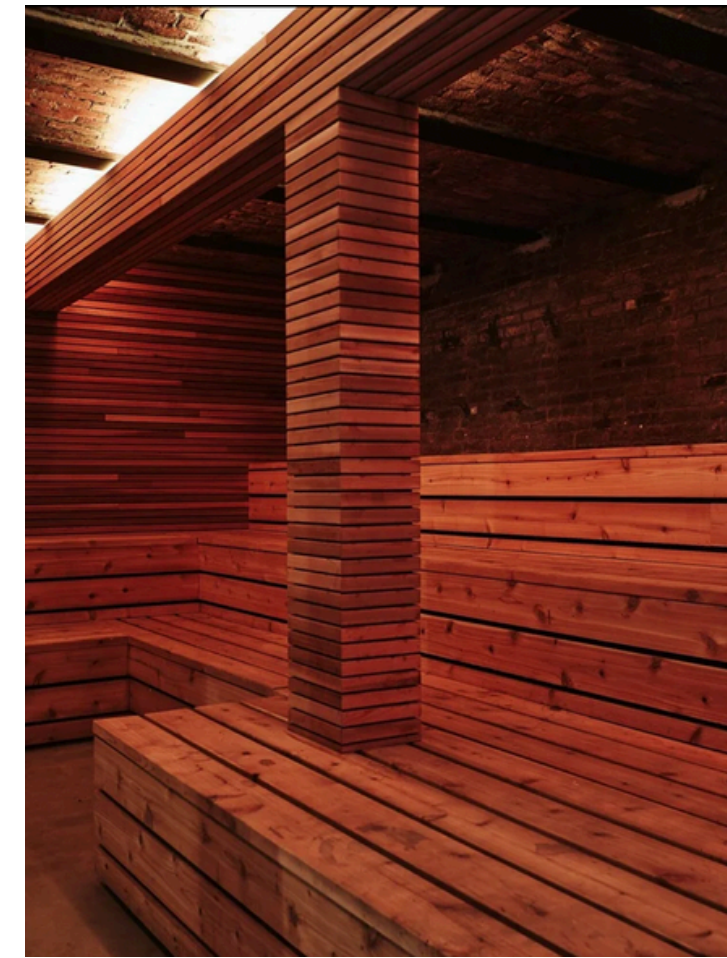


EARTH - BANYA

- heated by basalt stones
- Garden of Eden inspiration: grass rug, vines, florals
- whispering botanicals & ambient murmurs evoke mythic paradise

WATER - SAUNA

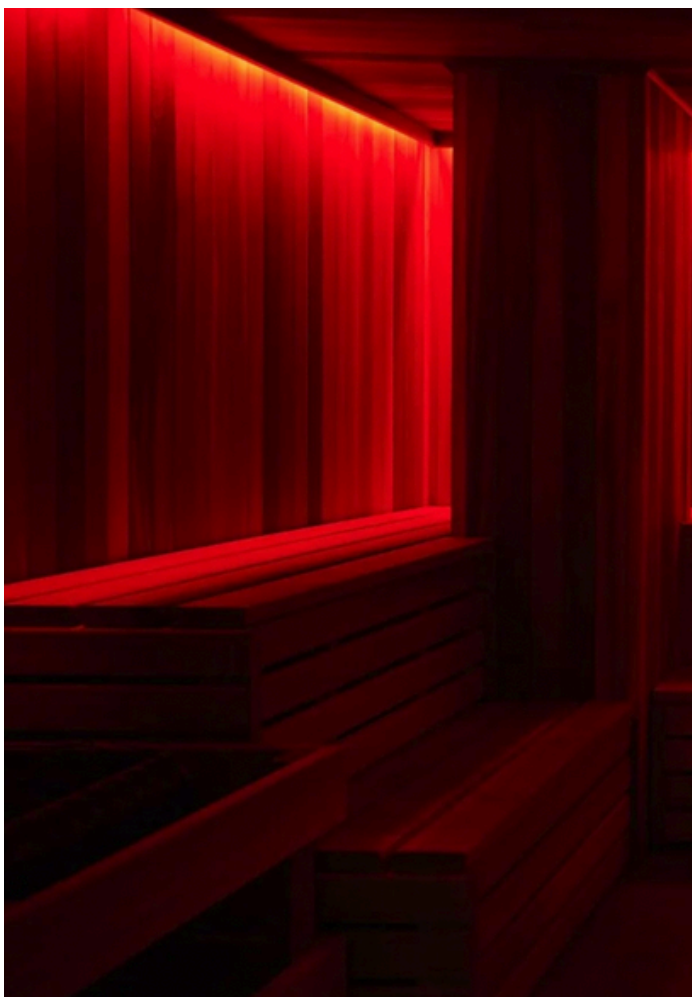
- mist-filled
- waves projections on the ceiling with oceanic ambiance
- guests surrender to emotional flow & cleansing



The FOUR Chambers

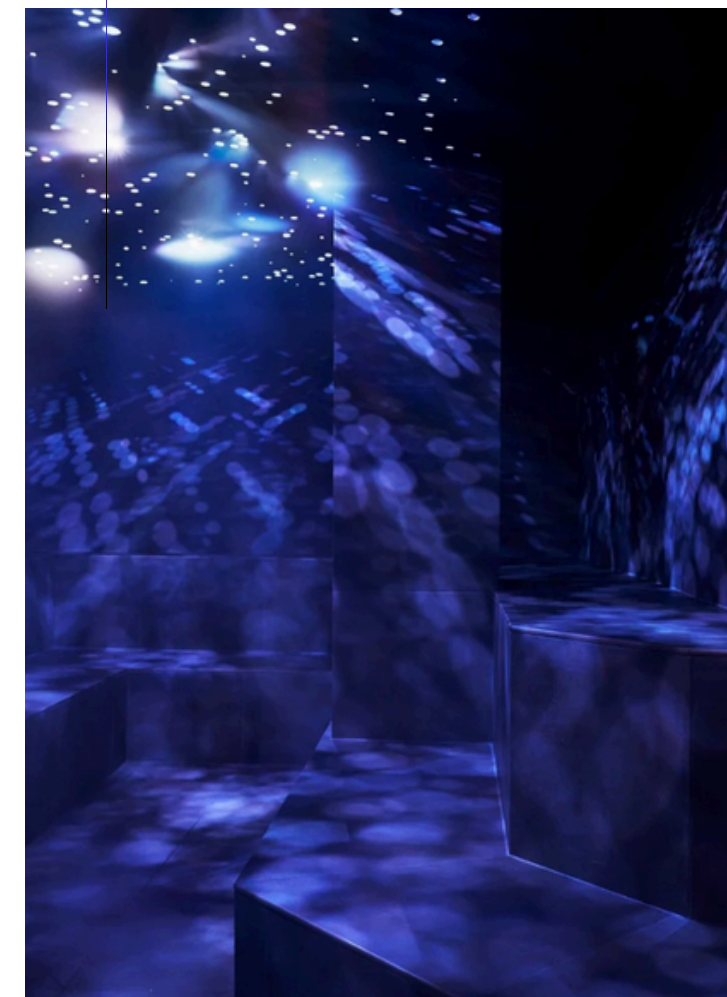
FIRE - DRY SAUNA

- red-lit chamber radiates heat
- crackling fire sounds
- atmosphere burns with intensity & desire



AIR - STEAM ROOM

- rising steam + gentle air currents
- night-sky projections
- cloudlike sanctuary of weightless release



While the four elemental rooms reveal ERIS's softer side — **mystery** and **sensuality** — the rooftop transforms the energy entirely, awakening the goddess's other face: a force of **disruption**, **chaos**, and **unrestrained energy**.

THE ROOFTOP — APEX OF THE ELEMENTS

At the summit of the experience, guests emerge onto the rooftop which becomes the unifying finale where all elements converge: **heated pool = Fire within Water, under open-sky Air, grounded by Earth.**



Upbeat, lively music creates a celebratory release for guests after their relaxing journey through the world of ERIS. It feels like a collective exhale — **A SPIRITUAL REAWAKENING.**

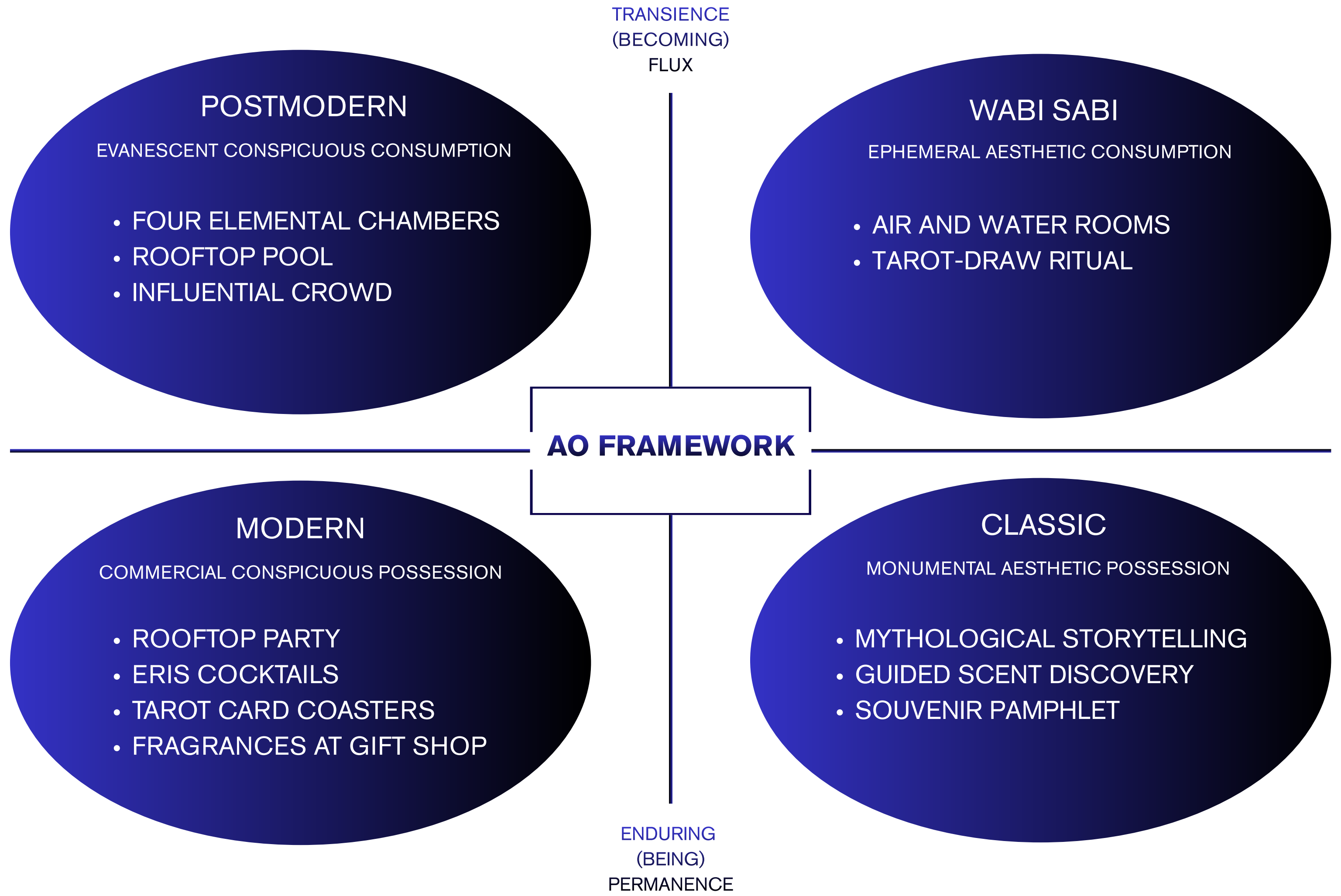
Rooftop Bar = **Elemental Alchemy Lab**

- bar is divided into four elemental sections
- each element contains two signature “elixir” cocktails inspired by fragrances
- drinks served on tarot card coaster with fragrance imagery and aroma
- option to draw tarot card for choice of drink → choose your chaos
- bar open all weekend, engaging Bathhouse regulars

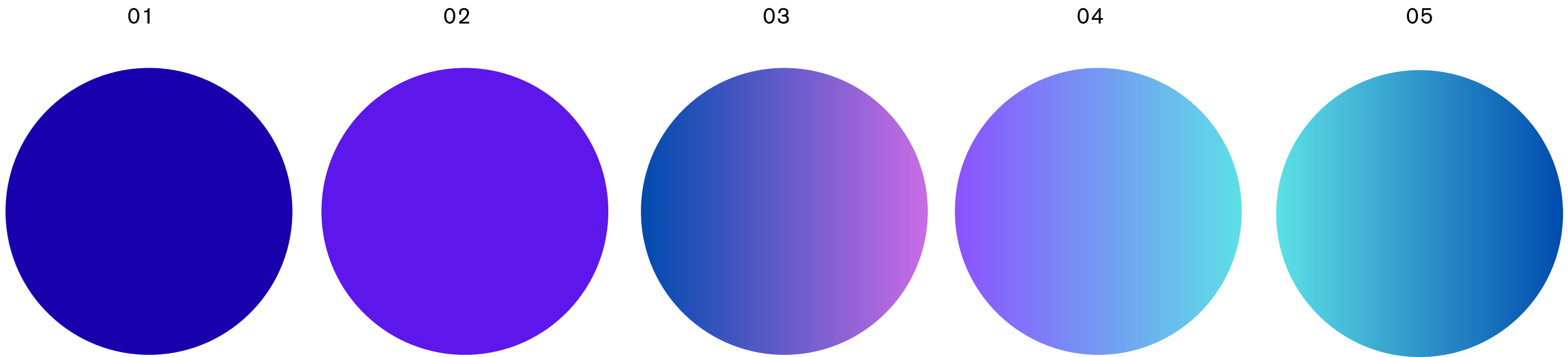


SCORPIO EMBER cocktail

- spiced blood-orange base
- ginger heat + smoked chili aroma
- smoked salt rim
- garnished with a twist of orange rind evoking the scorpion tail



As we shape ERIS × Bathhouse, our luxury marketing mix keeps ERIS’ DNA—subversive glamour, unconventional beauty, and sensory storytelling—at the center. These five pillars define how we bring this world to life.



THE 5 Ps

01 - PRODUCT

The Ritual of Subversive Scent

02 - PRICE

Tiered Luxury for a Younger Audience

03 - PLACE

Bathhouse Takeover + Digital Extensions

04 - PROMOTION

Mystery, Ritual, and Shareability

05 - PEOPLE

Cult Community Building with CRM

PRODUCT POLICY

01

MULTI-SENSORY ACTIVATION

Multi-sensory activation built around ERIS' provocative scent narratives (animalic, genderfluid, mystical)

02

UNIQUE BATHHOUSE ROOMS

Each Bathhouse room becomes a “mythic portal” tied to a fragrance family (fire/spice, water/fresh, earth/green, ether/animalic)

03

SCENTED TAROT CARDS

Limited-edition “Fragrance Tarot Cards” infused with micro-scent swatches

04

DISCOVERY SETS

Discovery sets + small formats for younger aspirational consumers

05

VISUAL LANGUAGE

Shadow, glow, contrast to echo ERIS' aesthetic

PRICE

01

ABSOLUTE

Invite-only night ritual, 1
cocktail + fragrance tarot
card

02

ASPIRATIONAL

\$70 day pass, \$25
cocktails, discovery sets
(\$45–\$60)

03

ACCESSIBLE

Tarot cards (\$20–\$35),
posters, photo-moment
content

TIERED LUXURY

PLACE

01

INDOORS

Bathhouse Williamsburg's
hot/cold/sauna circuits
become "ritual zones"

02

ROOFTOP

Absolute Luxury layer (night
event)

03

GIFT STOP

Pop-up "Mythic Gift Shop"
at exit—tarot, posters,
discovery kits

04

DIGITAL

Website microsite + virtual
walk-through + scent-ritual
prompts

PROMOTION

01

CRYPTIC TEASERS

Mystic, symbol-driven visuals
—abstract glyphs and marks
inspired by ERIS's rebellious
iconography

02

INFLUENCER SEEDING

Editors, indie perfumers

03

VISUAL EMPHASIZE

Steam, shadows, water
reflections, glowing perfume
bottles

04

PRESS KITS

Digital tarot + video ritual
teaser

05

EARNED MEDIA

Earned media through
magazine partners that
already love ERIS (*Elle*,
Dazed, *Interview*, *NYLON*)

PEOPLE / CRM

01

VIP GUEST LIST

Editors, niche perfume
collectors, creative directors

02

RSVP QUESTIONNAIRE

RSVP gated by “ritual
questionnaire”—builds CRM
data & personalization

03

DIGITAL FOLLOW-UPS

Attendees receive digital
“Scent Profile Reading” after
the event

04

EMAIL FOLLOW-UPS

Exclusive early access,
storytelling content

OMNICHANNEL EXPERIENCE IMPLEMENTATION



ONLINE TEASE (PRE-EVENT)

- Countdown using bathhouse clips + ERIS scents in fog/light
- Digital tarot card pulls
 - “Your scent fate is...”
- Interactive site introducing the four elemental rooms

DURING EVENT

- Short, beautifully shot livestreams
 - Broadcast only certain rooms to viewers for a controlled, brand-safe angle
- QR codes in each room → digital fragrance lore

POST-EVENT (FOR THOSE NOT INVITED)

- 3-minute “journey” film on ERIS website
- Drop of a limited “Bathhouse Ritual Discovery Set”
- Virtual Scent Tarot Reading quiz → drives CRM + purchase

CORE POSITIONING STATEMENT

The ERIS × Williamsburg Bathhouse event transforms ERIS' subversive perfume storytelling into a rare, multi-sensory ritual. Designed for younger creative consumers, the partnership turns scent into atmosphere and luxury into an intimate, immersive experience that feels exclusive, unconventional, and unforgettable.

WHY THIS WORKS:

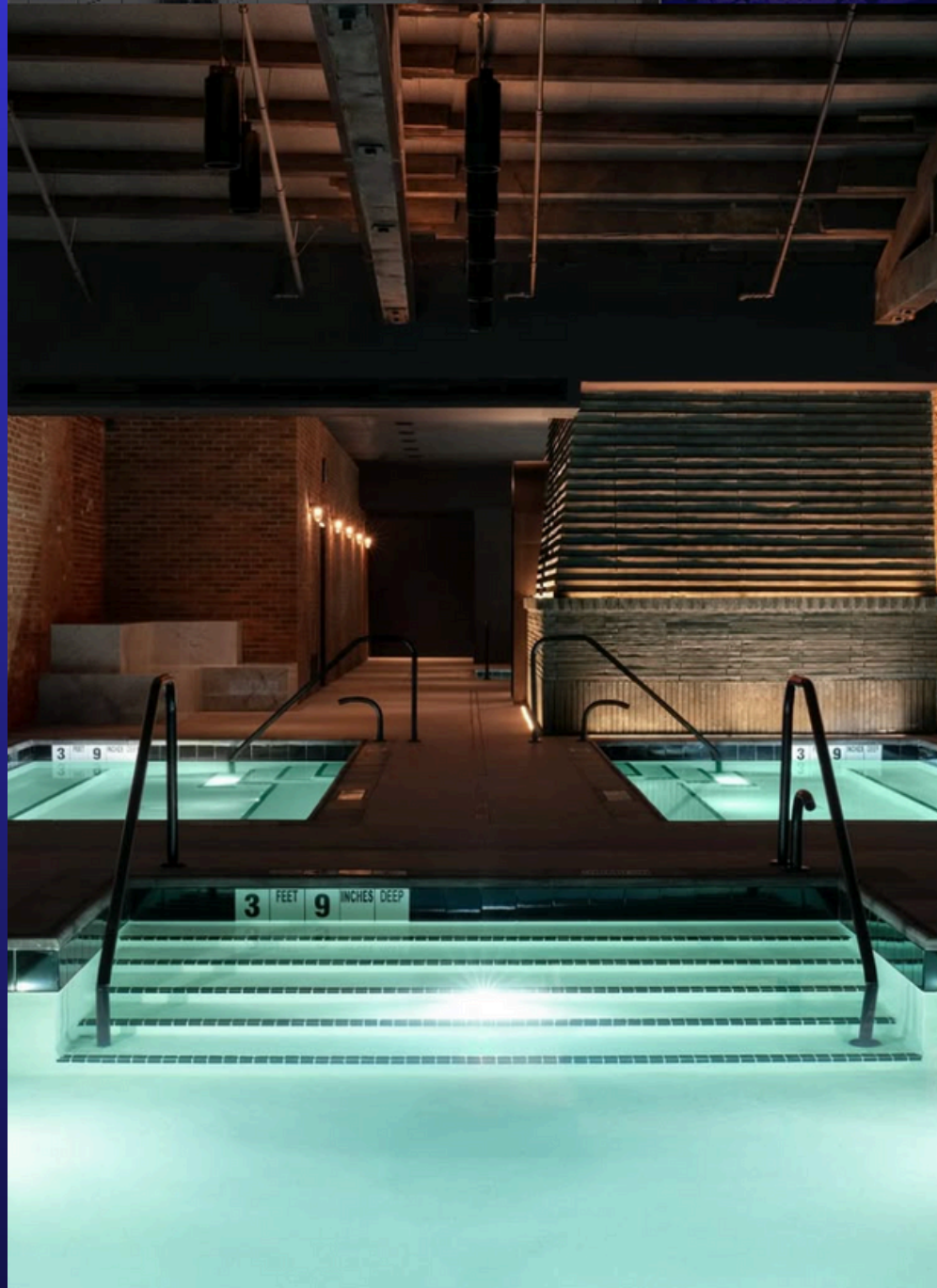
Reflects ERIS' DNA:

Echoes the brand's unconventional beauty, subversive glamour, and boundary-pushing storytelling

Reflects Bathhouse Williamsburg:

A sensory environment with heat/cold/steam elements, ritualistic atmosphere





CONTACT

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THANK YOU FOR LISTENING!

