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VENDING MACHINES SELL FRAGRANCE IN THE PARIS METRO

 RETAIL

It's been a while since we've come across any new efforts involving vending machines, but recently a nice one in the Paris Métro caught our eye. A week before Valentine's Day, fragrance retailer [Sephora](#) installed a series of machines at various Métro stations dedicated to selling Calvin Klein's CK One scent in a special, portable size. From February 7 through February 20, visitors to the Métro's La Défense, Charles de Gaulle-Étoile, Montparnasse and Miromesnil stations could buy a special 15ml size of CK One at an on-site "CK One Pocket Store" by Sephora. Priced at EUR 10, the limited-edition pocket size is also available through [Sephora](#) itself. The vending-machine concept was created by Paris agency [Nouveau Jour](#), which says it expects to use it abroad as well. A [video on Daily Motion](#) shows the campaign in action. Another option, of course, would have been for Sephora to use the vending machines to give out free samples of the fragrances, much the way Fosfor's [Boobox](#) does. Either way, however, the approach is sure to generate far more interest and trials among [trysumers](#) than a traditional advert ever could. Keep the vending-machine ideas coming! (Related: [Upscale vending machine sells curated luxury goods](#) — [Vending machines sell after-party shoes](#) — [Vending machines sell bathing suits at hotel pools](#) — [Touch-screen machine for interactive vending](#) — [Best Buy starts vending at airports](#).)

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