

GENERATIVE AI FOR CUSTOMER PERFUME CREATION

¹ M Jyothi Reddy, ² N Poojitha ³ N Prashanth, ⁴ M Karishma, ⁵ N Sathyanand

¹AssistantProfessor, ²³⁴⁵Students

Department of Computer Science and Technology
Siddhartha Institute of Technology & Sciences, Narapally

Jyothireddy@siddhartha.org.in, 24TQ1A05G2@siddhartha.co.in, 24TQ1A05G1@siddhartha.co.in,
25TQ5A0517@siddhartha.co.in, 25TQ5A0514@siddhartha.co.in

Abstract

Generative Artificial Intelligence (AI) is transforming personalized product design, and its application in fragrance creation presents a novel approach to customer-centric innovation. This project proposes a system that leverages generative AI techniques to design customized perfumes based on individual user preferences, personality traits, and sensory inputs. By utilizing machine learning models trained on extensive fragrance datasets—including scent notes, ingredient compositions, and customer feedback—the system can generate unique perfume formulations tailored to each user. Natural Language Processing (NLP) is employed to interpret user inputs such as mood, occasion, and descriptive preferences, converting them into structured data for model processing. The generative model, such as Variational Autoencoders (VAEs) or Generative Adversarial Networks (GANs), synthesizes new fragrance combinations that align with user expectations while maintaining chemical feasibility. The proposed system enhances customer engagement, reduces dependency on traditional trial-and-error methods, and accelerates the perfume design process. Additionally, it enables scalability for mass customization in the fragrance industry. This approach not only improves user satisfaction but also opens new avenues for innovation in personalized retail experiences through AI-driven creativity.

I. Introduction

The fragrance industry has traditionally relied on expert perfumers and extensive trial-and-error processes to create appealing scents. While this approach has produced many iconic perfumes, it often lacks personalization and can be time-consuming and costly. In today's digital era, customers increasingly expect products tailored to their individual preferences, lifestyles, and emotions. This shift toward personalization has created a demand for innovative solutions that can deliver unique and customized experiences at scale.

Generative Artificial Intelligence (AI) has emerged as a powerful technology capable of creating new and meaningful content across various domains, including text, images, music, and design. By applying generative AI techniques to perfume creation, it becomes possible to design fragrances that align closely with individual customer preferences. These systems can analyze large datasets of fragrance compositions, scent notes, and user feedback to understand complex patterns and relationships within the data.

The proposed system focuses on integrating user inputs—such as mood, personality, occasion, and preferred scent types—with advanced machine learning models to generate customized perfume formulations. Natural Language Processing (NLP)

techniques help interpret user descriptions, while generative models like Variational Autoencoders (VAEs) or Generative Adversarial Networks (GANs) create new and unique fragrance combinations. This approach reduces the dependency on manual experimentation and enhances efficiency in perfume design.

II. Literature Survey

Recent studies highlight that Generative Artificial Intelligence (AI) has emerged as a powerful paradigm capable of creating realistic and innovative outputs across multiple domains such as text, images, music, and product design. Various generative models, including Generative Adversarial Networks (GANs) and Variational Autoencoders (VAEs), have been widely used for generating new data by learning patterns from existing datasets. These techniques have shown significant potential in personalization, enabling systems to tailor outputs based on user preferences, which is highly relevant for applications like customized perfume creation. Research also emphasizes the rapid adoption of generative AI in industries such as healthcare, education, and customer services, where it enhances productivity and user experience through automation and intelligent content generation. Furthermore, studies discuss the importance of integrating Natural Language Processing (NLP) with generative models to interpret human inputs effectively, allowing systems to understand subjective preferences like mood, personality, and sensory descriptions. However, existing literature also identifies several challenges, including bias in training data, lack of interpretability, ethical concerns, and issues related to privacy and intellectual property. Additionally, the need for responsible AI development and proper governance frameworks has been highlighted to ensure safe and trustworthy deployment of generative systems. Overall, prior research demonstrates that generative AI provides a strong foundation for building intelligent, personalized systems, thereby supporting its application in innovative domains such as AI-driven perfume design.

III. System Analysis

The perfume industry is evolving toward personalization, but traditional methods lack scalability and efficiency. Customers often struggle to find fragrances that match their exact preferences, moods, and personalities. Existing systems rely heavily on expert perfumers and manual testing, making the process time-consuming and expensive. There is a growing demand for intelligent systems that can analyze customer preferences and generate customized perfume compositions. Generative AI offers a promising solution by learning patterns from large fragrance datasets. The system must handle diverse inputs such as scent preferences, occasions, and emotional factors. It should also ensure chemical feasibility and safety of generated perfumes. Integration of Natural Language Processing (NLP) is required to interpret user inputs effectively. The system should provide fast and accurate recommendations while maintaining uniqueness. Data collection, preprocessing, and model training are critical components. The analysis highlights the need for an automated, scalable, and user-centric perfume creation system.

Existing System

The existing perfume creation process is primarily manual and dependent on skilled perfumers. Experts combine various fragrance notes based on experience and trial-

and-error methods. Customers select perfumes from pre-designed collections available in stores or online platforms. Some systems offer basic filtering options such as floral, woody, or fruity categories. However, these systems do not provide true personalization. Customer feedback is rarely used to dynamically generate new fragrances. The process of developing a new perfume takes significant time and resources. Additionally, existing recommendation systems are limited to suggesting available products rather than creating new ones. There is minimal use of advanced AI techniques in traditional systems. The lack of automation reduces scalability and efficiency. Overall, existing systems are not capable of delivering highly customized perfume solutions.

Disadvantages of Existing System

- Lack of personalization for individual users
- Time-consuming and costly perfume development process
- Heavy dependency on expert perfumers
- Limited scalability for mass customization
- No real-time generation of new fragrance combinations
- Inefficient use of customer preference data
- Basic recommendation systems with limited intelligence

Proposed System

The proposed system utilizes Generative AI to create personalized perfume formulations based on user preferences. It collects inputs such as preferred scent types, mood, occasion, and personality traits. Natural Language Processing (NLP) is used to convert user inputs into structured data. Machine learning models, such as GANs or VAEs, are trained on large fragrance datasets. The system generates unique perfume compositions tailored to each user. It ensures that generated combinations are both innovative and chemically feasible. The platform provides users with recommendations and customization options in real time. Feedback mechanisms are included to improve model performance over time. The system reduces dependency on manual processes and expert intervention. It enhances scalability by enabling mass customization. Overall, the proposed system delivers a smarter, faster, and more personalized perfume creation experience.

Advantages of Proposed System

- Highly personalized perfume creation
- Faster and more efficient design process
- Reduced dependency on human experts
- Scalable solution for mass customization
- Real-time generation of unique fragrances
- Better utilization of customer data
- Improved user engagement and satisfaction

IV. Methodology

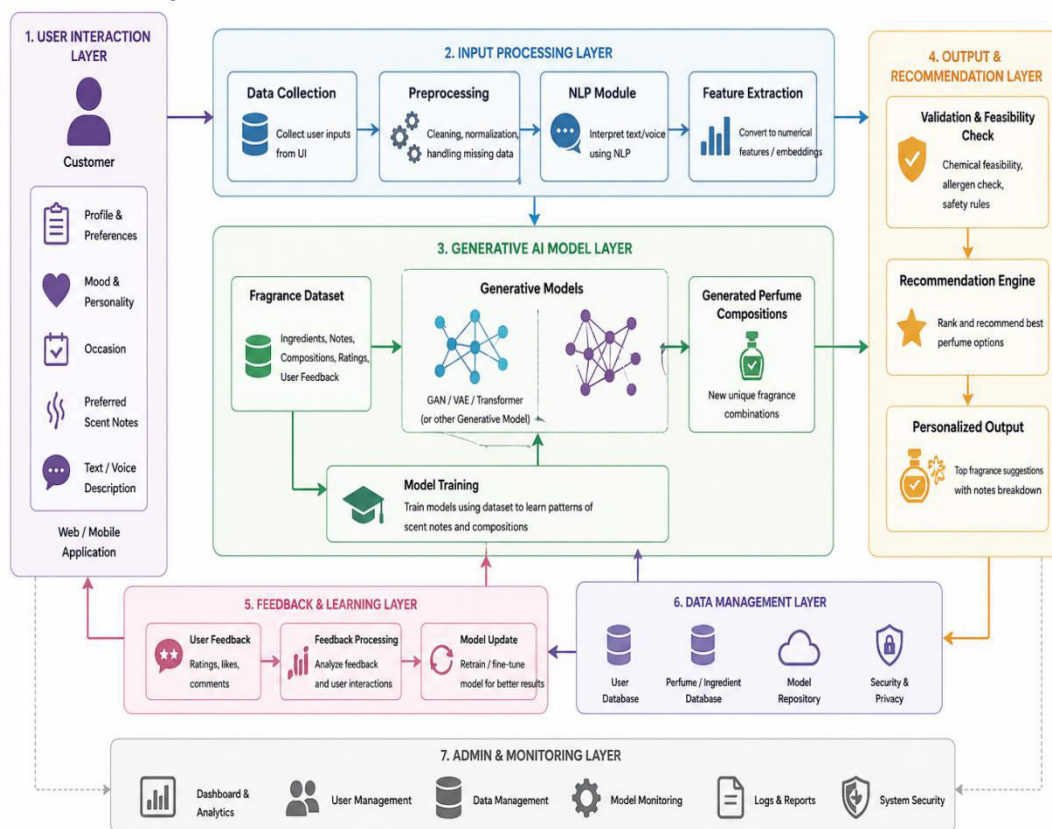
The system begins with collecting user input related to fragrance preferences, mood, and occasion. Data preprocessing is performed to clean and structure the input data.

NLP techniques are applied to interpret textual descriptions provided by users. A dataset of existing perfumes and fragrance notes is used for model training. Feature extraction methods such as TF-IDF or embeddings are used to represent input data. Generative models like GANs or VAEs are trained to learn patterns in fragrance compositions. The trained model generates new perfume combinations based on user input. The generated outputs are validated for feasibility and quality. A recommendation module presents the best options to the user. Feedback from users is collected to improve the model continuously. The system is deployed through a user-friendly interface for easy interaction.

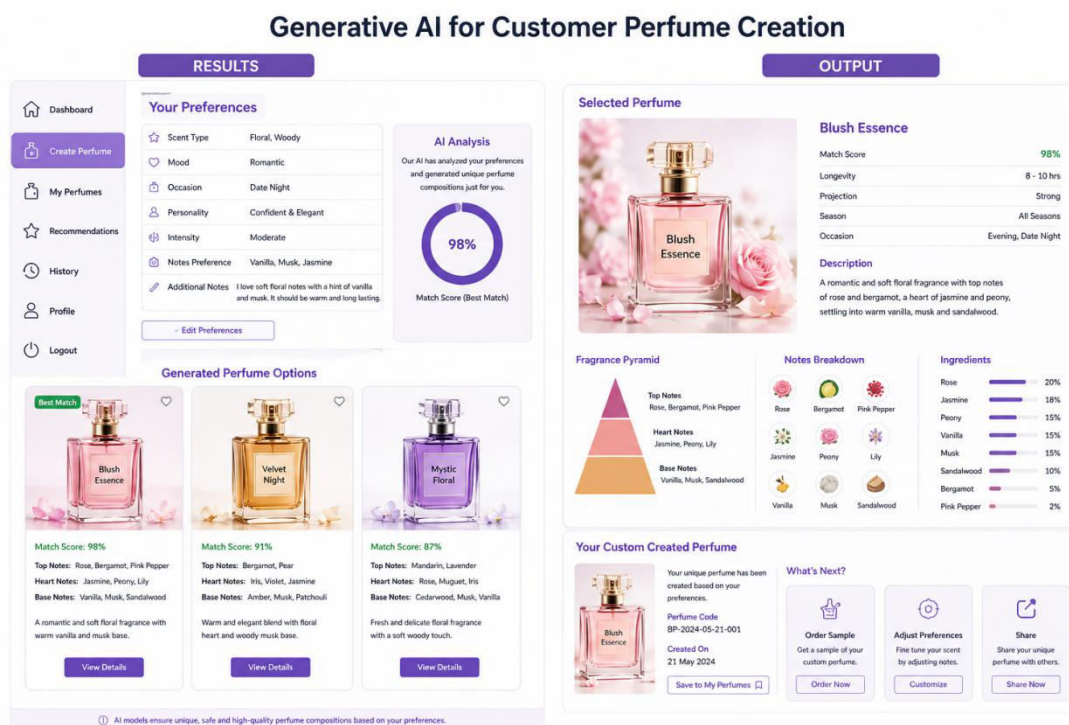
System Architecture

The system architecture consists of multiple layers working together efficiently. The user interface layer collects input such as preferences and descriptions. The input processing layer uses NLP to analyze and structure the data. The data layer stores fragrance datasets and user information. The feature extraction module converts input into machine-readable formats. The model layer includes generative AI models like GANs or VAEs. These models generate new perfume compositions based on processed input. The validation layer ensures chemical feasibility and quality of outputs. The recommendation engine selects the most suitable perfume options. The feedback module collects user responses for continuous improvement. The system integrates all components through APIs and backend services. Overall, the architecture ensures scalability, efficiency, and accuracy in perfume generation.

System Architecture – Generative AI for Customer Perfume Creation



V. Result and Output



VI. Conclusion

The proposed system demonstrates how Generative Artificial Intelligence can revolutionize the traditional perfume industry by introducing a highly personalized and efficient approach to fragrance creation. By integrating advanced machine learning models with Natural Language Processing, the system successfully interprets user preferences such as mood, personality, and scent choices to generate unique perfume compositions. This reduces the dependency on manual trial-and-error methods and significantly accelerates the design process.

The system not only enhances user satisfaction by delivering customized fragrances but also improves scalability for businesses aiming to offer mass personalization. Additionally, the incorporation of feedback mechanisms ensures continuous learning and improvement of the model over time. Despite challenges such as data quality, model interpretability, and ethical considerations, the proposed approach provides a strong foundation for future advancements in AI-driven product design.

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