



在異鄉空間裡，
運用家鄉氣味創造熟悉的小角落。

Using the smell of hometown to create
familiar corners in the strange space.

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長大後離鄉打拚的我們，有時會突然回想起舊時的美好，在他鄉忙碌的生活裡，停下腳步才發現已經離家鄉越來越遠…在飄散著陌生氣味的街道，看著八街九陌的景色，是否讓你想起回憶的往事？

「在繁華的街頭風光裡，童年時在家鄉遊玩歡笑的念想，驀然間就湧上了心頭。」

我們一直在向前走，卻只能將故鄉留在記憶中。不如將回憶裡熟悉的家鄉氣味帶入行囊，陪伴我們一起闖蕩，使陌生的城市一隅綻放安穩熟稔的氣息，溫暖地包裹疲憊與孤獨，交織出一個熟悉的小角落。在這裡溫柔的擁抱自己、調適心緒，讓思鄉情懷轉化為昂首闊步的勇氣。

After we grow up and leave our hometown, we may sometimes recollect the good things in the past. In a busy life on a strange land, we stopped and found ourselves farther and farther away from our hometown.....

Looking at the scenery on the street with a strange smell, are you reminded of the past?

"In the bustling street scenery, the memory of those familiar scenes in my childhood suddenly came to my mind."

We have been moving forward, but we can only keep our hometown in memory. Otherwise, we can bring the familiar hometown scent from our memories into our baggage and accompany us in a strange place so that the strange city blooms in a stable and familiar atmosphere, warmly envelops fatigue and loneliness and interweaves on a familiar little corner. Here you can embrace yourself tenderly, adjust your emotions and turn your homesickness into bravery.

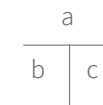


憶鄉時氛是運用氣味去回憶過往的氣味生活品牌，以 80~90 年代成長的人們所經歷過的場域及物件透過氣味記錄回憶；將過往氣味結合生活物件，讓生活週遭能充滿懷念的味道。在離鄉打拚的時刻，能帶著回憶的味道，為自己在異鄉創造熟悉的角落。我們將過去的場域氣味分為三種最熟悉的情境：「老家年華、懷舊書海、雜貨記趣」。三種場域分別記載不同時期的回憶，並且逐漸串連成一段屬於每個人的人生故事。

我們將場域的嗅覺印象濃縮，創造三款複合空間香氛。每款香氛都有專屬的場域故事，「老家年華」以祖父母家的老屋回憶來濃縮味道，老房記憶中的氣味是帶有舊家具的木頭沉香味與孩提時的痂子粉味道；「懷舊書海」收集了學生們最愛去的舊書局氣味，書本打開時的塑膠味、考卷報紙上的油墨味，記錄了我們那段笑淚交織的學生時光；「雜貨記趣」收藏著童年最甜蜜的回憶氣味，甜滋滋的糖果香、夏天最愛的冰棒味，講述了最無憂無慮的兒時記憶。

"Scent in Hometown Memory" is a scent life brand that records memories through the smell of hometown. It records the fields and objects experienced by people growing up in the 1980's and 2000's. The scent was divided into three most familiar situations, Hometown, Nostalgic Bookstore and Grocery Store and recorded the smells of the past with the objects, so the nostalgic taste can surround in a foreign land. When we leave our hometown, we can create a familiar corner in the strange land with a taste of memories

We concentrated the real smell of the field to create three composite space fragrances. Each fragrance has its own field story. The "Hometown" condenses the taste with the memories of the grandparents' old house. The smell in the memory of the old house is the scent of wood with old furniture and the baby powder. "Nostalgic Bookstore" collects the smells of bookstores that most students like to go, the plastic smell when new books are opened and the smell of ink on the papers and the examination papers, which records our laughter and tears of the student time. "Grocery Store" collects the sweetest memories of childhood, sweet candy scent and popsicle stick flavor, which tells cheerful childhood memories.



- a. 按壓柔軟材質即可散發香氣
- b. 側邊孔洞會散發出情境專屬的香氣
- c. 撕開後即可任意貼於牆面

憶鄉時氛以壁貼設計做為承載過去氣味的主要載體，將熟悉的物件圖樣搭配柔軟的材質，可任意黏貼在牆面上，輕觸壁貼可聞到每個情境專屬的香氣。捲筒式的設計更方便使用者抽拉收納，可隨心所欲選擇喜愛的壁貼圖樣裝飾在牆上，為異鄉空間增添生活感。品牌系列商品是以每個情境所延伸出的三款故事商品，我們將過去的回憶具現化，搭配情境專屬氣味，一同置身憶鄉角落。

We combined the past tastes with wall sticker design, the familiar object patterns and soft materials that could be arbitrarily stuck on the wall, and you can smell the unique fragrance of the situation by touching the wall sticker. The roll-type design is convenient for users to pull and store, and they can choose their favorite wall stickers to decorate the wall, adding a sense of life to the space of a foreign land.

Brand series of story products were extended by three situations, the memories were crystallized, and the exclusive scent would be placed in the corner of the memory together.

