

OMNISCENT

AP

ART & PARFUM

ART ET PARFUM



AP
ART & PARFUM



We are
OMNISCENT,

A new global player in the world of fragrance. We are the experts in '*ALL THINGS SCENT*'. We blend accessibility with aspiration and we are passionate about bringing a fresh, modern perspective to all that we do. Our aim is to create a "*HOUSE of SCENTS*" for the global stage .

OUR GOAL

To Design and Create , Fine French Fragrances For All To Wear As An Accessible Daily Ritual.

At OMNISCENT, We believe that fragrance is a powerful enduring expression of a person's individuality.



ART ET PARFUM

ART & PARFUM THE FRAGRANCE HOUSE

The new fragrance house ART & PARFUM. In the true French tradition of famous fashion and fragrance houses, ART & PARFUM has a 'raison d'être' an identity because fragrance creation is an art.

It all starts with the 'nose' the expert perfumer who mixes and blends precious natural ingredients much like the conductor of an orchestra, the result is unique and captivating.

ART & PARFUM by OMNISCENT, Designs & Creates Fragrances in line with the OMNISCENT Creed- *The Secrets to Sparking The Magic.*



**precious
ingredients**

french style

art



**perfume
craftsmanship**



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ENIGMA

ENIGMA

WHO IS HE ?

Nobody can resist him.
Everywhere he goes, his presence is felt.
Like a magnet, women are drawn to him.
In business, he is always at the centre,
his charisma & personality close the deal.

HIS DUALITY

ENIGMA BLEU NUIT

An enticing fragrance for the man
who loves the night and wants to feel
irresistible.

ENIGMA BOIS NOIR

A riveting fragrance for the man who
exudes masculinity and mesmerizes with
his charisma

CONCEPT

The game of seduction

KEY WORDS

Power
Masculinity
Elegance
Sexyness
Dark side
Mystery

THE TARGET

The womanizer

THE ASPIRATION

To feel irresistible & exude magnetic attraction.

Bleu Nuit means blue night, it starts like an ocean breeze and reveals its deep dark secrets in the middle of the night

BLEU NUIT

AROMATIC FOUGERE

TOP

SEA ACCORD

LEMON

PINEAPPLE

HEART

GERANIUM

CINNAMON

PINK PEPPER

BASE

AMBER GRIS

VETIVER

TONKA BEAN



ENIGMA

His fragrance

Bois Noir means Black wood, a mysterious dark woody fragrance with spicy sensual facets

BOIS NOIR

SPICY WOODY

TOP
BERGAMOT
LAVENDER
APPLE

HEART
CEDARWOOD
WATERMELON
CINNAMON

BASE
SANDALWOOD
PATCHOULY
AMBER



ENIGMA
His fragrance



ENIGMA
Packaging design



ENIGMA
Packaging design

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ENIGMA
Visual communication

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PERFECT GENTLEMAN

PERFECT GENTLEMAN

WHO IS HE?

Good manners, full integrity.
He represents elegance & strength of spirit.
How he presents himself is of utmost importance,
the choice of cloth, the impeccable cut, the small details,
they all make the difference.
His style like his grooming and his perfect manners add up
to one thing, yes that's it...the perfect Gentleman!

HIS DUALITY

PERFECT GENTLEMAN - ABSOLU

An immaculate fragrance for the Alpha Male who
is chivalrous with impeccable mannerisms

PERFECT GENTLEMAN - INTENSE

An intense fragrance for the man who is astute
and exemplifies finesse with his guise

CONCEPT

Immaculate. Impeccable. Intense.

KEY WORDS

Elegance
Impeccable style
Perfect manners
Well educated
Self confidence

THE TARGET

Man of elegance and refinement

THE ASPIRATION

How you dress, your education and good manners
open doors and inspire success.

The absolute essence of elegance, what would you
expect from the perfect gentleman

ABSOLU

ORIENTAL FOUGERE

TOP
LEMON
APRICOT
ROSEMARY

HEART
CORIANDER
LAVENDER
CASHMERE WOOD

BASE
AMBER
VETIVER
PATCHOULI



PERFECT GENTLEMAN
His fragrance

The intensity of this fragrance says this gentleman is
not afraid to stand out

INTENSE

WOODY AMBERY

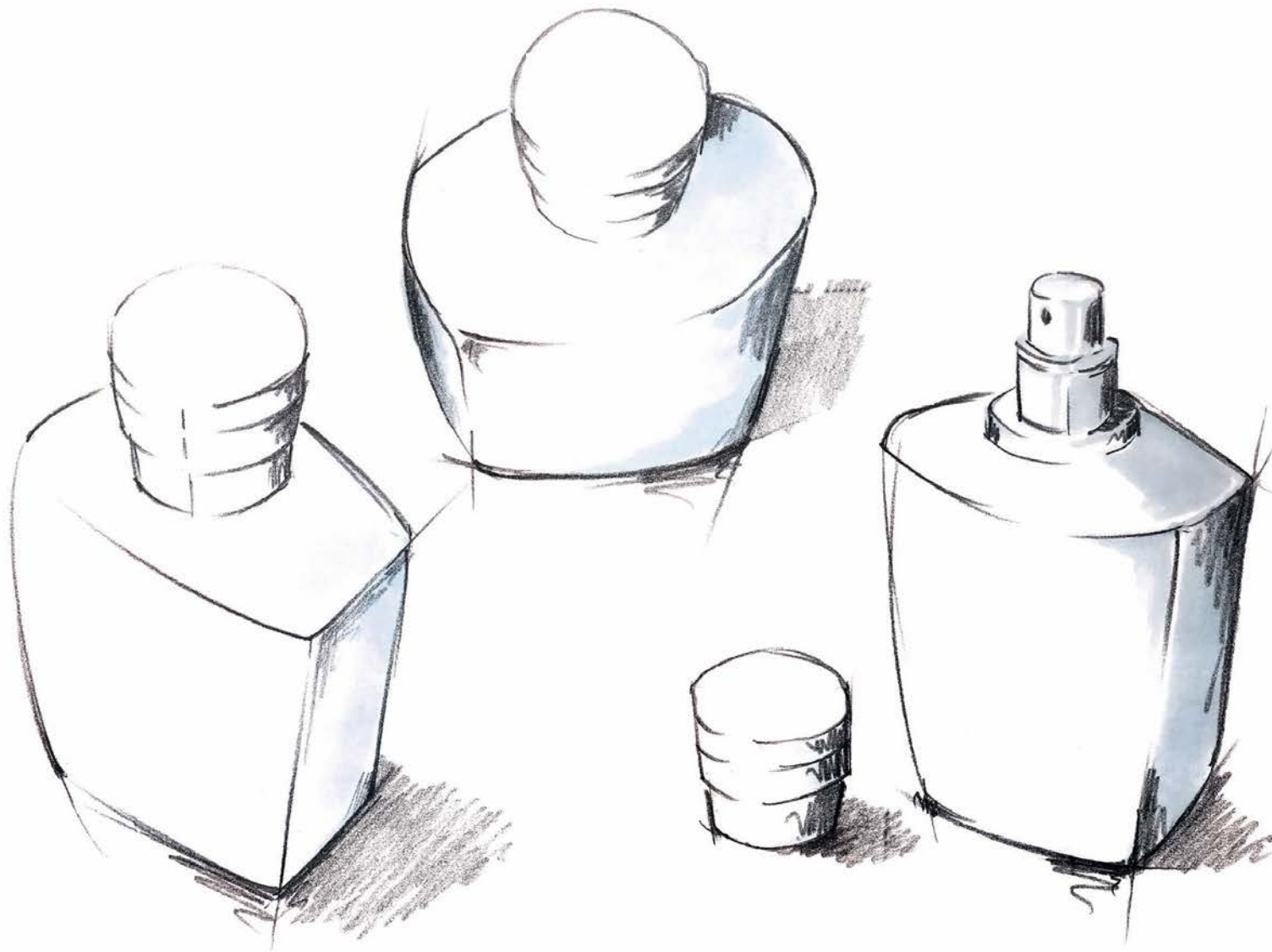
TOP
BERGAMOT
CINNAMON
CARDAMOM

HEART
JASMINE
WALNUT WOOD
THYME

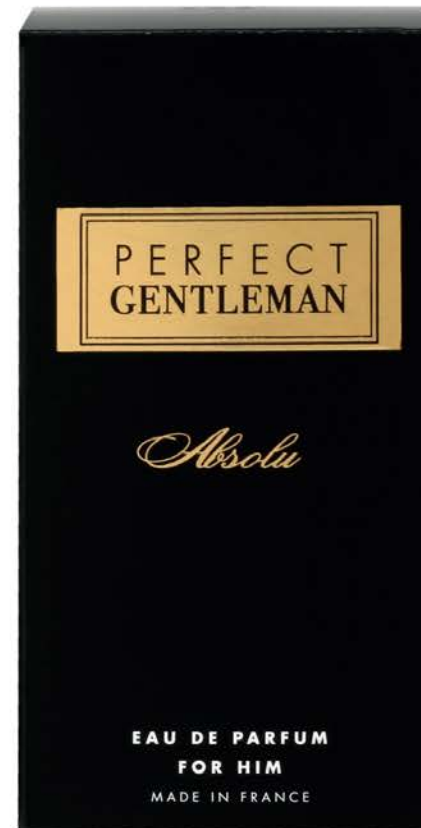
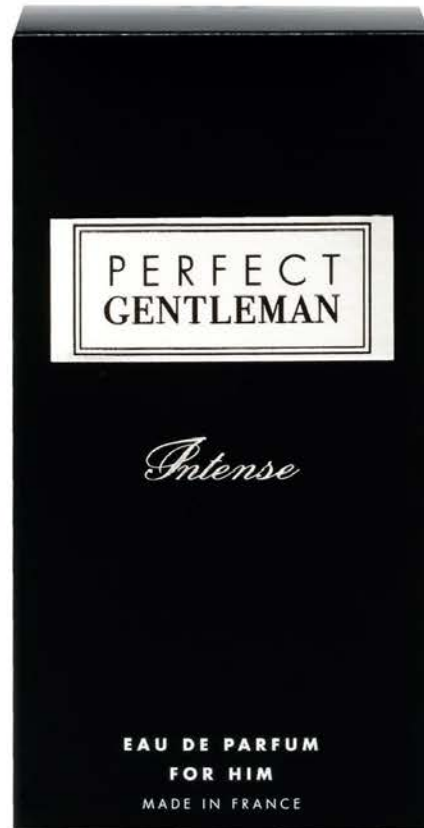
BASE
MUSK
AMBER
TOBACCO



PERFECT GENTLEMAN
His fragrance



PERFECT GENTLEMAN
Packaging design



PERFECT GENTLEMAN
Packaging design

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PERFECT GENTLEMAN
Visual communication



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ATTRACTION

ATTRACTION

Who is she?

She is a temptress, she holds the cards and is not afraid to play them.

She seduces naturally, beautifully, you think you know her but she's always one step ahead!

Who will take the risk to play?

Her duality

FATAL ATTRACTION

A seductive fragrance for the woman who instantaneously spins a web of attraction.

INTENSE ATTRACTION

A hypnotic fragrance for the woman who beguiles and plays by her own rules.

Concept

Try me if you dare

Key words

Sexy

Feminine

Fun

Party

Seduction

The target

Young ladies who like to seduce and play

The aspiration

Feel irresistible

FATAL

ORIENTAL GOURMAND

TOP
BERGAMOT
RED BERRIES
MELON

HEART
ORCHID
JASMINE
PLUM

BASE
VANILLA
AMBER
PATCHOULI



INTENSE

ORIENTAL GOURMAND

TOP

MANDARIN
PEAR SORBET
PINK PEPPER

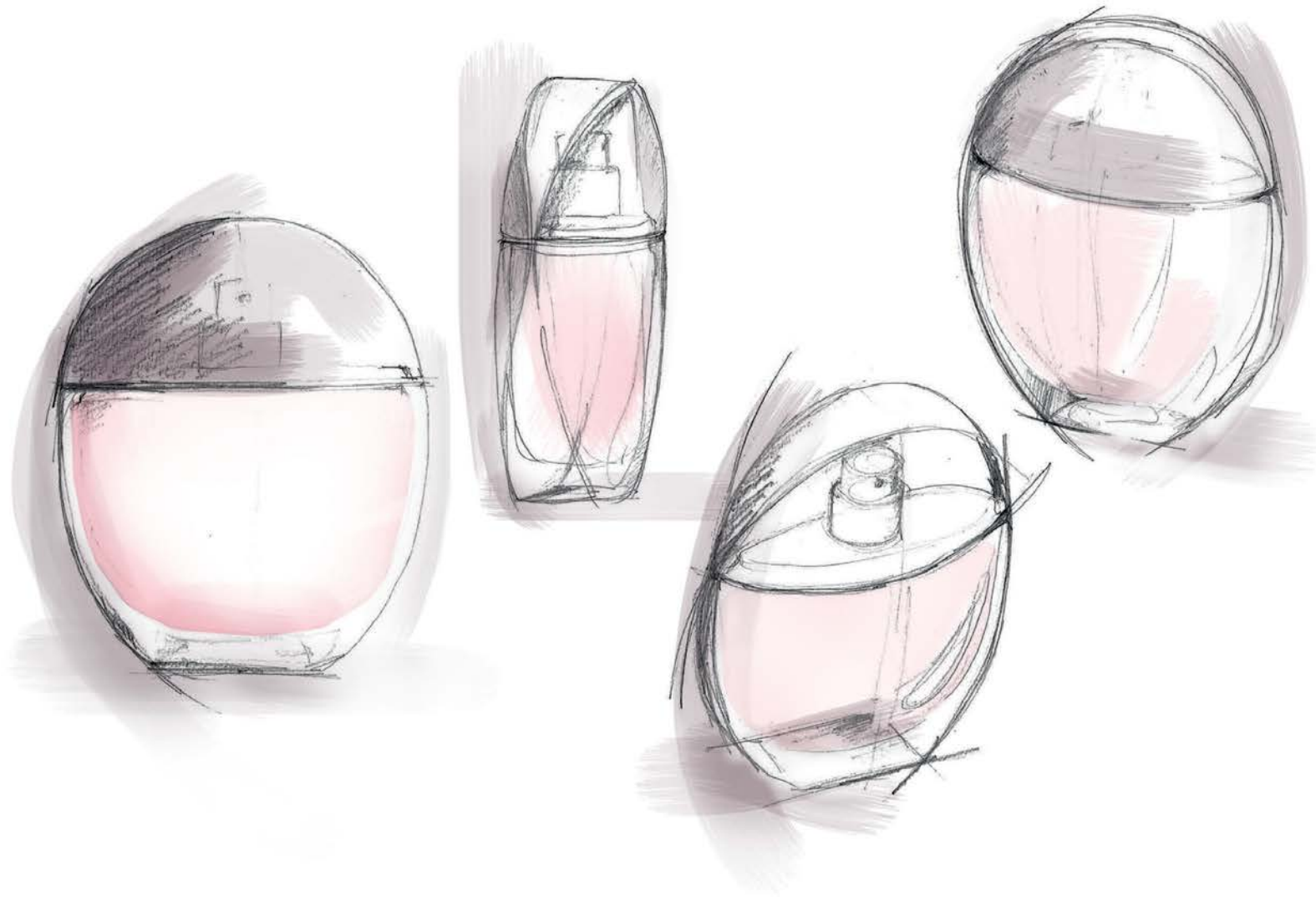
HEART

JASMINE
ORANGE BLOSSOM
SOLAR BOUQUET

BASE

PATCHOULI
VANILLA
CEDARWOOD



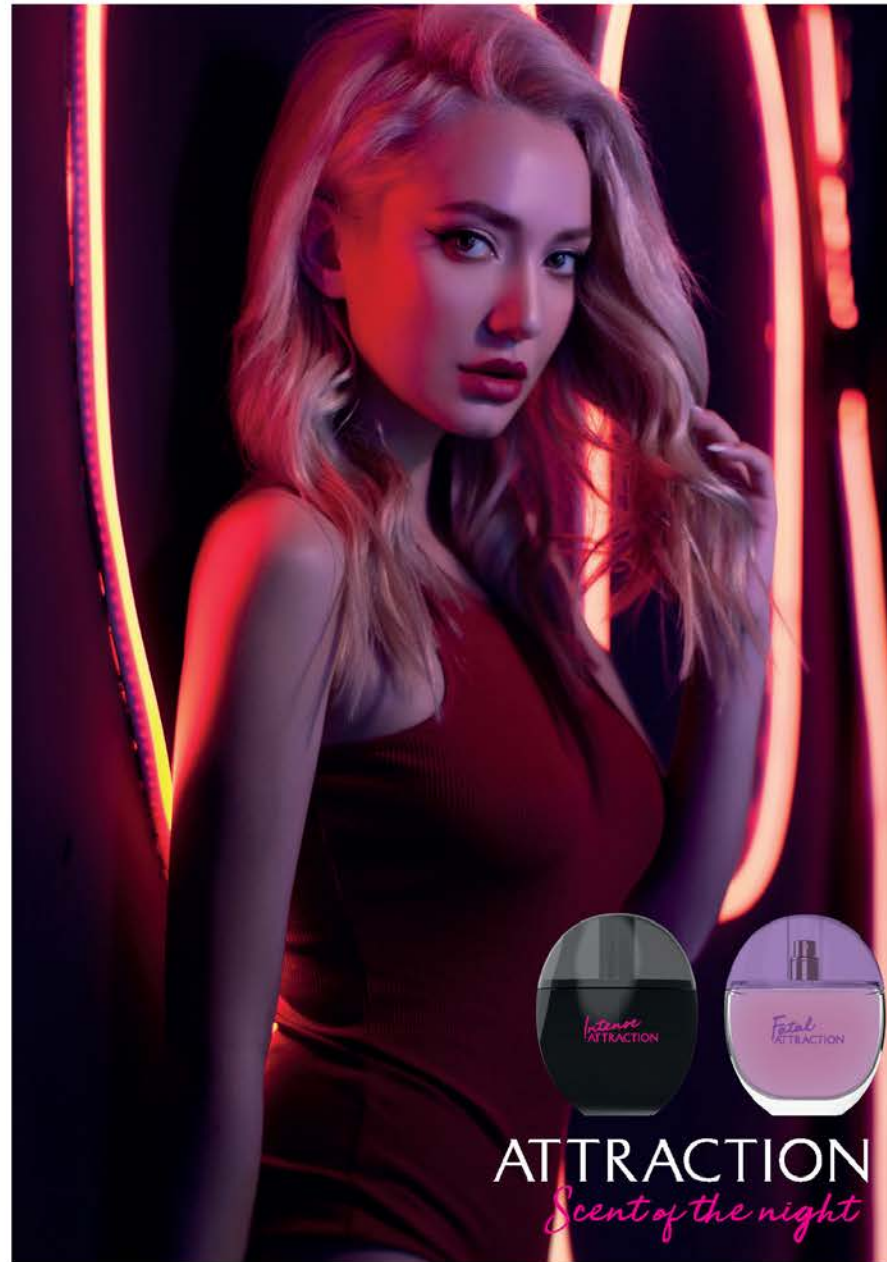


ATTRACTION
Packaging design



ATTRACTION
Packaging design

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ATTRACTION
Visual communication

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Paris Amour

PARIS AMOUR

Who is she?

She is romantic and believes in true love.
Her heart is tender and pure.
Very feminine and fashionista, she wears pastel colours,
dresses in flowing chiffon and accessorizes her hair with
flowers when Spring comes.
Her dream city is Paris. She dreams of a romantic, hand in
hand, stroll with her lover along the Seine where she could
attach a padlock to seal their love on one of the bridges.

Her duality

EAU FLORALE

A timeless floral fragrance for the fashionista who
loves to dazzle

EAU SENSUELLE

A Sensual fragrance for the woman who loves
the romance of Paris

Concept

From Paris with love

Key words

French Chic
Feminine
Elegance
Timeless

The target

Romantic ladies who dream to go to Paris with
their loved one

The aspiration

Feel like a Parisian Girl in love

A floral homage, soft romantic fragrance

EAU FLORALE

FLORAL FRUITY

TOP

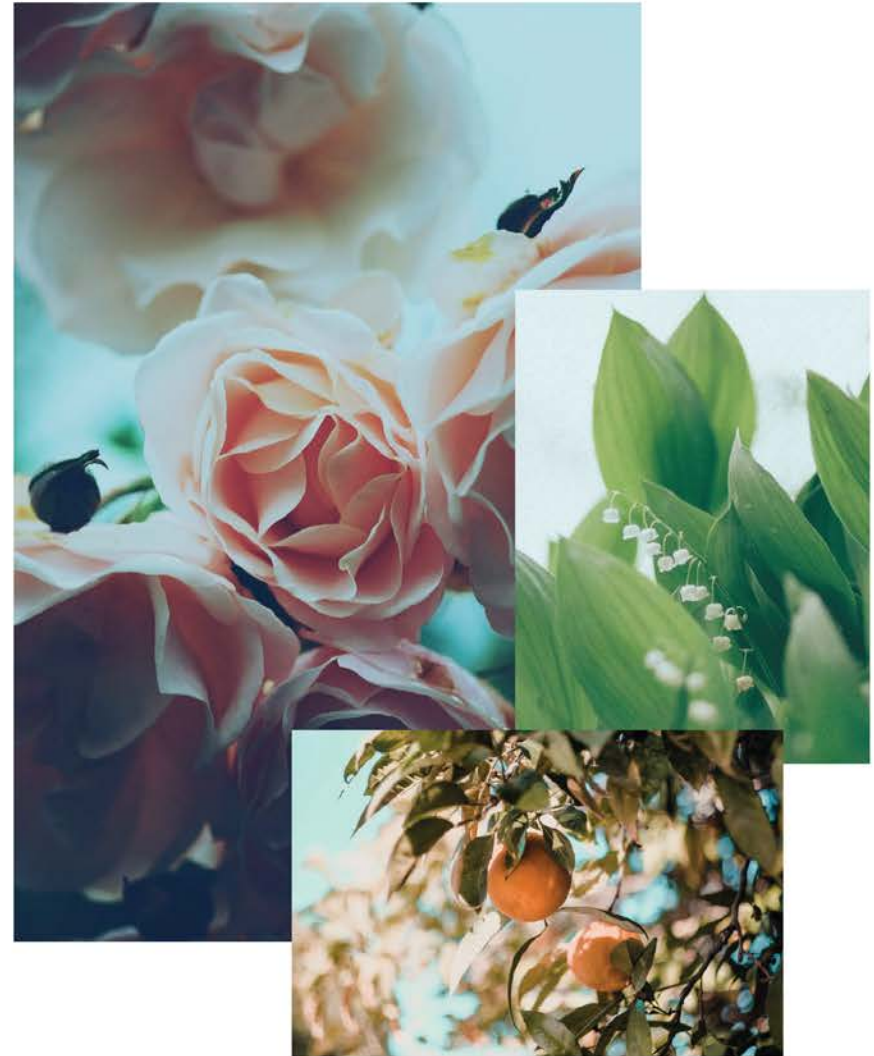
FREESIA
MANDARIN
SAGE

HEART

LILY OF THE VALLEY
NARCISSUS
ROSE

BASE

AMBER
PATCHOULI
SANDALWOOD



A deep intense woody floral,
deeply romantic.

EAU SENSUELLE

ORIENTAL AMBERY

TOP

MANDARIN
GREEN LEAVES

HEART

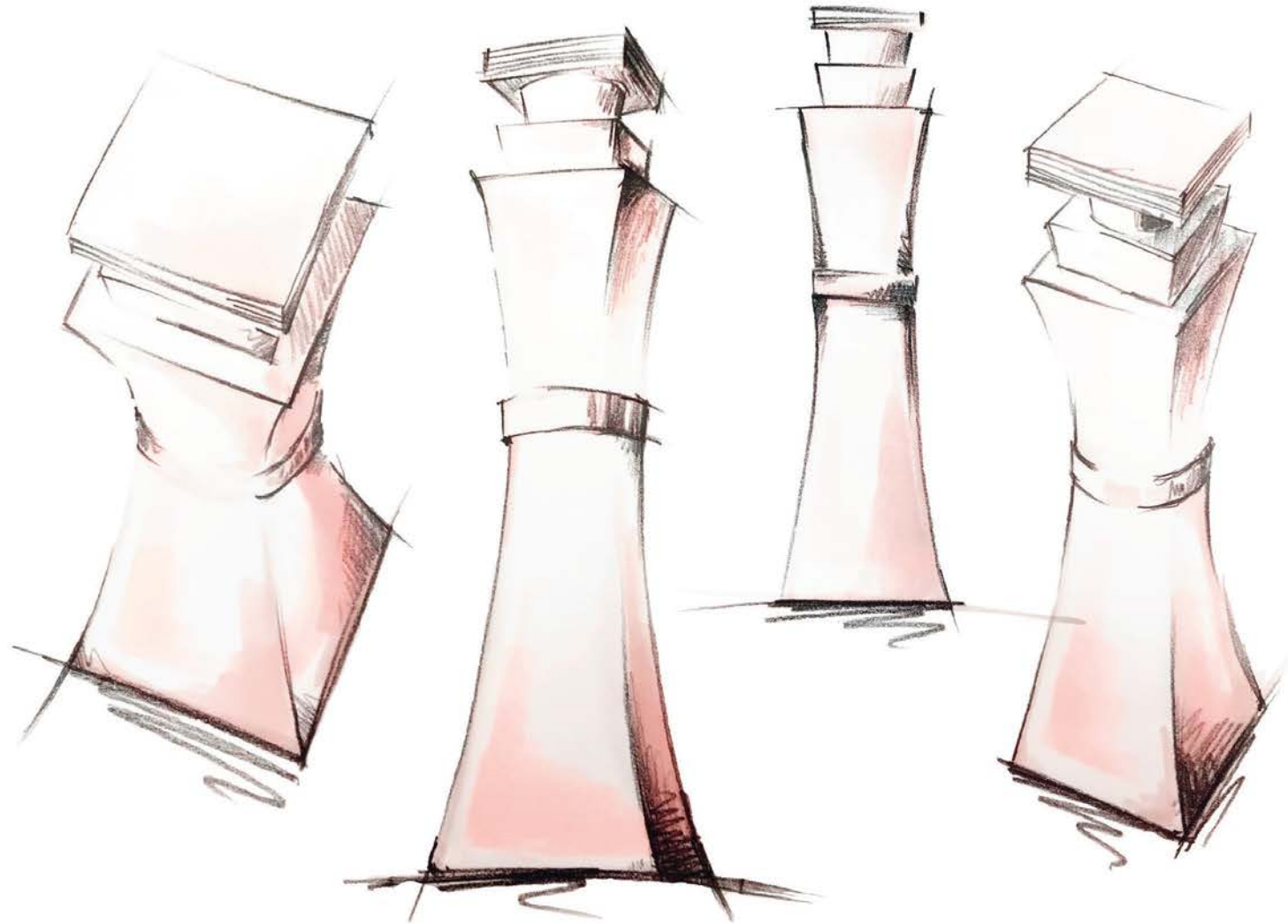
ORANGE BLOSSOM
ORCHID
ROSE

BASE

SANDALWOOD
TONKA BEAN
VANILLA



PARIS AMOUR
Her fragrance





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Paris Amour
From Paris with love.

PARIS AMOUR
Visual communication

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