

EAU.MG

BRAND INTRODUCTION



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Introduction to the Brand

EAUMG. is a British, niche, contemporary perfume brand, made in the UK. We are a brand which makes a statement – Be Bold.

We use the highest quality oils, from a wealth of talented perfumers, with striking simplicity and minimalism, our scents are effortlessly yet stylishly designed and crafted to be as bold as you want to be.

We push the boundaries with you and we set our own rules, together. We are expressive and individual. We are innovative, ever-evolving, future-facing, with our bold, bright, vivid use of colours, extrait de parfum scents which last 8-12 hours with great projection, playful use of words, artistic and expressive design through unique cap design (no two are the same) and coloured fragrance juice. We give people a vehicle to express their creativity, bringing 'Oh my God!' to the mind and bringing it to the perfume world, creating deliciously niche yet commercial fragrances.

We understand the importance of Quality.





We have an opening collection of 10 fragrances available in 50ml and 100ml. We have crafted unique handmade elements to exude our creativity.

We are luxury, we are desirable; we are both achievable and aspirational. We are what you want to wear, how you want to feel and how you want to smell. We are the finishing touch to your personality; to your outfit, elevating you, inspiring you, empowering you.

'Oh my God!': we believe niche fragrance shouldn't cost the earth! We are considered with our pricing, yet still take steps to ensure we keep our carbon footprint to a minimum, sustainability being close to our heart. Our packaging is made from recyclable and biodegradable elements where possible.

EAUMG speaks to a new generation of fragrance lovers; creative, sustainable, affordable niche.

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Our fragrances and visual design alike are strong, powerful and unique. Bold, colourful, playful and confident, our fragrances represent and reflect our customers, allowing them to let their creativity and individuality shine.

Born in London, EAUMG nurtures the youth in all of us. We use an intoxicating array of modern ingredients to create ingenious fragrance blends – intoxicating scents that have our customers spellbound.

EAUMG is the here and the now, but also the future. We have only just begun.

EAUMG: Be Bold. Wear bold. Fragrance for unforgettable moments.





*Hello
Gorgeous*



OUR APPROACH

The EAUMG approach, is a departure from traditional perfume brands. Our objective is to WOW the customer help them to visualise the intangible experience of fragrance. We create a two-way conversation allowing our customers to express themselves – we are a vehicle for artistic, individual self-expression. We offer extraits de parfum at an affordable price point, with beautifully designed bottles and vividly coloured juice. Our well-balanced, wearable unisex scents inspire, encourage and engage.

Being a bold brand doesn't equate to a hard sell. We give our customers room to breathe when experiencing the brand. We are 'EAUMG' but we don't push the customer to a purchase.

The following document outlines the brand strategy and visual identity that will help us to achieve successful brand development and engagement. We communicate how we can bring EAUMG to life through captivating content, vivid visuals and provocative language.

The end result is a brand that makes you say 'EAUMG!'

OUR CORE VALUES

Supporting our ideas are our three defining values. These describe what we are and what is important to us.

BOLD AND BEAUTIFUL – AND FUN!

Our collection of extrait de parfum scents are enhanced with pops of colour. Our scents are bold, intertwined with clever scent combinations. With vibrancy and colour, our impact is as much visual as it is olfactory. Bold and Beautiful both inside and out.

In a world of uncertainty, in a life of endless possibilities and experiences, in a time of change and adaptability, and a time of individual freedom being accepted, we implore you to embrace the multi-faceted excitement of life. Have fun, live life, smell incredible!

ARTISAN AND CREATIVE

Our caps are delicately poured by hand by a collection of British artists across the uk, made from an eco friendly composite called Jesmonite.

Our team of uk based perfumers work closely with us to develop truly unique creations.

Our clever use of colour, bold fonts and metallic foiling, are used to enhance our statement of being Bold.

MODERN AND DARING

We are uniquely creative, and we set the trends. We boldly play with interesting fragrance notes, unusual and future proofing materials, and playful naming convention.

We are excited as to what the world of modern perfume can bring to its customers. We don't dare you to be different, we dare you to be yourself.



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BERRY FLEUR



FRAGRANCE FAMILY - AMBER FLORAL
TOP; Cassis, Plum
HEART; Rose, White flowers, Leather
BASE; Vanilla, Patchouli, Musk

Irresistible from the first bite. Bursts open with delicious, sticky cassis and plum. Gives way to a passionate floral heart of delicate rose and heady white flowers. Completed with smooth, creamy vanilla, rebellious patchouli and sexy musk.

30% OIL INCLUSION

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ROCKIN ROSE



FRAGRANCE FAMILY – FLORAL MUSKY
TOP; Pear, Violet leaf, Melon
HEART; Muguet, Rose, Sea breeze
BASE; Sandalwood, Musk

Ode to a rose. Begins with mouthwatering juicy pear and melon. Then follows a soaring floral heart of narcotic muguet and rose that whispers in your ear. Fades out with a breath of comforting musk and serene sandalwood.

27% OIL INCLUSION

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FRANGI FRENZY



FRAGRANCE FAMILY – FLORAL MUSKY
TOP; Cherries, Almond,
HEART; Rose absolute, Liquorice
BASE; Musk, Patchouli, Tonka bean

A frangipane feast. The first taste is sweet but tart cherries mixed with creamy, nutty almond. Bold rose absolute envelops the heart, cut through with an unexpected bite of bitter liquorice. This gourmand indulgence leaves you satisfied with sensuous musk, woody patchouli and skin-hugging tonka.

25% OIL INCLUSION

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FLOR FUNK



FRAGRANCE FAMILY – FLORAL MUSKY
TOP; Pear and Violet leaf
HEART; Orange flower
BASE; Moss, Musk, Sandalwood

Time to hit the flor. Intoxicating, head-spinning notes of bold orange blossom open this fragrance, layered with a hum soft musk, earthy moss and lingering, creamy sandalwood. Addictive.

25% OIL INCLUSION

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DIAPHANOUS DELIGHT



FRAGRANCE FAMILY - FLORAL
TOP; Lychee, Basil, Sage
HEART; Tea Flower, Waterlily, Rose Petals
BASE; Oakmoss, Sandalwood, Musk

Gauzy and airy. Sweet lychee notes swim in an aromatic, head-clearing blend of basil and sage, before a calming heart of tea flower, waterlily and rose petals. Oakmoss, sandalwood and musk complete this scent.

20% OIL INCLUSION

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AMBER ADDICT



FRAGRANCE FAMILY - AMBER

TOP; Cassis, Apple, Bergamot, Soft fruits

HEART; Freesia, Rose

BASE; Amber, Musk, Patchouli, Vanilla, Blonde Woods

Tremendously resinous. The crisp and juicy crunch of apple, smoky bergamot and sweet cassis open this moreish fragrance. It surrenders to a heart of rose and airy freesia petals then eventually a base of dry amber, vanilla, blonde woods and musk.

30% OIL INCLUSION

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RUBUS ROSE



FRAGRANCE FAMILY - AMBER FLORAL

TOP; Raspberry

HEART; Rose, Saffron

BASE; Musk, Guaiac wood, Sandalwood, Cedarwood

Lip-smacking, tart raspberry opens this fragrance. It merges into a spicy floral heart of rose and precious, aromatic saffron. A smooth, warm woody base of cedar, guaiac and sandalwood combines with a sensual skin kiss of musk.

25% OIL INCLUSION

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CHEEKY CHYPRE



FRAGRANCE FAMILY - CHYPRE

TOP; Mandarin, Lemon , Rhubarb

HEART; Peony, Rose absolute, Olibanum

BASE; Cedarwood, Saffron, Patchouli, Sandalwood, Cistus, Benzoin

Juicy mandarin and lemon meddle with rhubarb to wake you up. Romantic peony and heady rose absolute give way to a calming heart. You're left with a grounding dry-down of cedar and sandalwood, saffron and Patchouli.

20% OIL INCLUSION

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MIDNIGHT MUSK



FRAGRANCE FAMILY - FLORAL
TOP; Ylang-Ylang, Rhubarb
HEART; Rose, Jasmin
BASE; Musk, Amber, Patchouli

When the sun goes down... Bold floral notes of creamy and tropical ylang-ylang, heady white jasmine and endlessly beautiful rose are embraced by tangy rhubarb, golden amber, patchouli and soft musk. Warmth lingers in the dark of night.

30% OIL INCLUSION

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GREEDY GOURMAND



FRAGRANCE FAMILY - GOURMAND FLORAL
TOP; Clementine, Pink Peppercorn, Raspberry
HEART; Cherry Blossom, Apricot, Rose
BASE; Patchouli, Vanilla, Musk, Sandalwood

Just one more... An addictive opening of succulent raspberry and clementine dribbling down your chin, with an invigorating pinch of pink peppercorn. Breezy cherry blossom, sticky apricot and rose follow, whilst a base of musk and sandalwood are cosseted by vanilla. Delicious.

30% OIL INCLUSION

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AVAILABLE IN 50ML & 100ML



OUR DISTRIBUTION

UNITED KINGDOM - ECOM

ISRAEL

BRAZIL

GERMANY

IRAQ

AUSTRALIA

CROATIA

SLOVENIA

BOSNIA & HERZEGOVINA

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