

MEMOIZE

LONDON

# WHAT WE'LL COVER

Brand Introduction  
Our Perfume Ranges  
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Distribution  
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Sustainability



# BRAND INTRODUCTION.



# MEMOIZE LONDON

Memoize London is a niche, luxury fragrance brand born in London. We are creators and artisans of Luxury fragrances. Our scents are expertly formulated, sustainability conscious, and created by world class perfumers. Our perfumes are inspired by personal moments, experiences and most importantly, our memories.

We are a luxury fragrance brand providing a distinct backdrop to our customers personal stories and use our premium, extrait de parfum fragrances to inspire meaningful and intimate memories, unforgettable experiences and special moments and thus an unequivocal relationship with our brand and our fragrances.



# MEMOIZE LONDON

We create fragrances to encapsulate a time, feeling, a moment, an experience, a story. We want to stimulate our audiences' imagination and memories and create a thought-provoking conversation.

We create with passion, expertise, quality fragrances, ethically and sustainably conscious, unisex scents.

Our fragrances are developed with international appeal. Through our naming convention, our creative passion, and our desire to inspire with our story telling.

Our customers have a conscience, who care about the environment, who appreciate luxury, quality and unique design.



## BESPOKE LUXURY

We are a high quality, premium, stylish, luxury fragrance brand, with an eye for detail and design.

## SUSTAINABLY PROUD

For us, quality runs alongside our ethics and values. All our products are cruelty free, and made by artisans.



## LATIN INFLUENCE

Latin provides a key to the Romance languages, we wanted to make our scents universally understood internationally.

## MEMORIES AND STORY TELLING

Each of our fragrances tells a story. We encourage the imagination of our customers to create their own stories and memories, when experiencing our fragrances



## OUR COLLECTION OF SCENTS

At Memoize London, our perfume collection boasts a rich diversity across various ranges. Our Dark bottles house Extraits, capturing deep, warming, and evocative scents that envelop the senses.

In contrast, our Light bottles contain Extraits from a wearable collection, perfect for spring, summer, or autumn wear, offering a lighter olfactory experience.

The Colour collection invites playful exploration with unique ingredient combinations, all presented as extrait de parfum, encouraging a journey of discovery with each scent.

Our exclusive fragrances are the result of unique partnerships with influencers and the creation of bespoke scents tailored for specific markets.

The colour of each bottle serves as a visual cue, evoking specific moods or feelings. Dark bottles exude mystery and intrigue, while lighter bottles convey an angelic and ethereal aura. Meanwhile, our coloured bottles signify playful notes incorporated into each scent, while metallic bottles exude luxury and captivate with their allure.



## OUR COLLECTION OF SCENTS

Our newest collection of 4 perfumes form part of our creative range. Experience an enchanting blend of fragrance and craftsmanship: Prepare to embark on an extraordinary journey of the senses as Memoize London and Zoe Wilson unveil a stunning fusion of art and perfume. This ground-breaking partnership has birthed a remarkable collection of four distinct fragrances, where the art of perfumery seamlessly intertwines with the artistry of stone carving and sculpture. Each scent pays homage to Wilson's craftsmanship, reflecting the sophistication, depth, and emotion infused into her stone creations.

Wilson, fuelled by a passion for stone carving and intricate geometry, brings tradition to life through her contemporary works. Guided by the master-apprentice tradition, she fosters innovation and experimentation, breathing new life into her craft. Beginning with intricate geometric patterns scored onto the stone's surface, Wilson's process evolves into precise carving, leaving behind the marks of her craft. Her devotion to British stone shines through, with works often crafted from Welsh slate, Portland stone, and Scottish sandstone.

Holly Hutchinson, founder of Memoize London, collaborated closely and creatively with Wilson to craft scent profiles that mirror the essence of her artistry. The geometric designs serve as a testament to how perfume can transcend into an art form itself. Each original stone piece, meticulously hand-carved by Wilson, is transformed into perfectly cast Eco-Friendly Jesmonite, preserving the integrity of the original carvings.

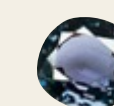
- Enigma - The essence of Mysterious Allure.
- Sculptura - The essence of Decadent Artistry.
- Dominus - The essence of Commanding Presence.
- Aequale - The essence of Harmony.

Wilson's unparalleled talent in stone carving harmoniously merges with the realm of perfumery, resulting in a collection that captures the essence of her breath-taking creations. Each fragrance in the Memoize London x Zoe Wilson collaboration encapsulates the profound beauty and emotive power inherent in both scent and stone.

Mark your calendars: The launch of these four exquisite perfumes is set for June 2024



# COLLABORATIVE SCENTS



# ENIGMA

The essence of *Mysterious Allure*.

Summon your alter ego, shrouded in mystery and awaken the enigmatic persona, veiled in secrecy. This olfactory symphony embodies every facet of your being. It is more than a scent; it's a refined elixir that enchants and defies expectations.

An exquisite fusion of elements that captivate the senses. Crisp apple, zesty lemon and invigorating bergamot harmoniously meld together, enhanced by a kick of ginger and a subtle hint of pepper adds a tantalizingly spicy dimension to this fragrance. At its heart, the delicate dance of rose and jasmine takes centre stage, elegantly intertwined with orris and grounded by a foundation of patchouli, musk, warm amber, and the embrace of comforting cedarwood.

Top: Green apple, Lemon, Bergamot, Ginger, Pepper

Middle: Jasmine, Rose, Orris

Base: Patchouli, Amber, Musk, Cedarwood



# SCULPTURA

The essence of Decadent Artistry.

Awaken the artist within. Explore the multidimensional facets of your being, perceiving yourself from myriad angles. Unleash your creativity and imagination, liberated by this distinctive perfume, transforming into a canvas of boundless expression.

The symphony of this composition begins with the velvety top notes of osmanthus, leading you gracefully into a luminous and invigorating heart. Here, the essence of green tea entwines seamlessly with the vibrant hues of tangy tangerine, weaving a harmonious tapestry of scents reminiscent of a painter's palette. As the fragrance gracefully descends, it constructs a gentle and comforting foundation, choosing its artistic repose on a tender bed of vetiver. This olfactory masterpiece creatively emanates a soft and cozy warmth, akin to the evocative emotions stirred by a meticulously crafted work of art.

Top: Osmanthus  
Heart: Green Tea, Tangerine  
Base: Vetiver



# DOMINUS

The essence of Commanding Presence.

A fragrance that encapsulates the very essence of strength, power and intensity. This olfactory masterpiece is a symphony of bold and commanding notes, carefully curated to evoke a sense of unwavering dominance and prowess.

An invigorating surge of revitalizing grapefruit and assertive pink pepper unleashes an electrifying burst. Paving the way, a powerful cascade of blossoms and davana unfurls; a relentless current, embodying the raw essence of nature. As the olfactory expedition unfolds, the fusion of soothing benzoin, opulent vanilla, and musk notes creates a dominant and harmonious embrace that lingers with unwavering intensity on the senses.

Top: Grapefruit, Electric Spark, Pink Pepper  
Heart: Orange Flower, Davana  
Base: Benzoin, Vanilla, Musk



# AEQUALE

The essence of harmony.

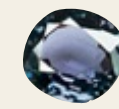
An ode to the beautiful purity of you and the natural balance you hold within. This scent transcends the ordinary, transforming into a fragrant symphony that resonates with the essence of your inner equilibrium.

Emanating an atmosphere of harmony, this fragrance delicately intertwines the zesty essence of freshly squeezed lemon, bergamot, and a subtle touch of pink pepper. Unfolding with grace, an exquisite bouquet of jasmine and white blossoms emerges, casting an aura of refined elegance. Ultimately, the fragrance gently settles onto a luxurious bed of powdery musk and vanilla, extending an invitation to experience a soothing and comforting sense of tranquillity.

Top: Lemon, Bergamot, Pink Pepper  
Heart: Jasmine, White Flower  
Base: Musk, Powdery, Vanilla



# 2024 FURTHER LAUNCHES.



# AURORA

The essence of Glistening Enchantment.

This fragrance is a poetic journey into the fantastical, capturing the ephemeral essence of a magic. A fragrance that encapsulates the very essence of enchantment. This olfactory masterpiece is a symphony of ethereal notes, meticulously crafted to transport you to a realm of magic and allure.

As the enchanting journey unfolds it reveals a symphony of fruity elegance; succulent notes of pineapple, tart rhubarb, and luscious melon dance harmoniously with the floral grace of jasmine and allure of cypress. Gracefully descending into a captivating finale, where warming amber embraces the sweet nuances of vanilla, and the woody richness of sandalwood intertwines with the enduring tones of musk and cedarwood. This base creates a velvety, grounding foundation, leaving a trail of lasting allure that lingers on the skin like a whispered promise.

An olfactory journey that captures the very essence of glistening enchantment. With each spritz, you are transported to a world where freshness meets vibrancy, and every note is a testament to the magic of a new beginning. Let Aurora weave a tale of enchantment on your skin.

Top - Bergamot, Marine Notes

Middle - Pineapple, Rhubarb, Melon, Jasmine, Cypress

Base - Amber, Vanilla, Sandalwood, Musk, Cedarwood



# ALTE

The essence of Elevated Opulence.

Immerse yourself in the soul-stirring essence of Alte. A perfume that transcends the ordinary; this olfactory masterpiece is a harmonious blend of uplifting and grounding notes that invite you on a sensory journey like no other. A fragrance that invites you to explore the dualities of existence, reaching deep within while soaring to new heights.

At the pinnacle of this aromatic symphony, a zesty dance of fresh citrus notes – lemon, bergamot, and basil, elevating your senses to new heights. The invigorating top notes pave the way for an intricate heart, where spicy cardamom and elemi interlace with geranium, juniper, lavender, and the verdant embrace of cypress.

As the fragrance gracefully descends, it settles into a profound base where the richness of cashmere wood, warm dry amber, patchouli and soothing sandalwood, mingle with vetiver. This woody foundation imparts a sense of rooted elegance, grounding you in a sublime embrace.

Top - Bergamot, Cardamom, Elemi, Lemon, Basil

Middle - Geranium, Juniper, Lavender, Cypress

Base - Cashmere Wood, Dry Amber, Patchouli, Sandalwood, Vetiver



# KEY POINTS

- Luxury British Perfume, Made in the UK
- Evoking Memories, Stories, Moments, Experiences.
- Memoize is derived from Memoirs.
- Our Latin named scent provides a key to the Romance languages, we wanted to make our scents universally understood internationally.
- Darker and lighter scents which are indicated by the bottle colours. We use playful compositions in our colourful collection, and metallic finishes for our uber special extracts for that extra finesse.
- Our aim is to provide a divinely luxurious but highly personal backdrop to each and every customers lives, their individual story.



# KEY SCENTS.



# LUXURIA

The essence of lust, seduction and intoxication.

Memories of the first moment of interaction, where desire and passion consumes you. Your skin will tingle with luscious blackcurrant, tuberose and the warmth of musk will captivate you.

A beautiful floral fragrance, opening with waves of juicy cassis and raspberry, highlighted with a twist of ylang-ylang, tuberose and muguet enveloped, in deep notes of sweet vanilla, musk, suede leather and amber.

Top: Cassis, Raspberry

Heart: Ylang-Ylang, Tuberose, Muguet

Base: Vanilla, Amber, Musk, Suede Leather



# WHITE CASTITAS

The essence of great honour and integrity.

Your body and soul are cleansed, your mind is clear, your emotions are raw, and your heart is pure. There is good in the world, past, present and future. Let the purity shine through us all with the essence of White Castitas.

Fresh top notes of lemon and violet lead to a heart combining rose, plum and liquorice fusion. A base of precious musk, sandalwood, amber, patchouli, oud and vanilla completes the scent.

Top: Fresh Lemon, Violet

Heart: Rose, Liquorice Fusion, Plum

Base: Amber, Musk, Patchouli, Sandalwood, Vanilla, Oud



# CONCORDIA

The essence of harmony and accord.

In the toughest of times, your trusted inner monologue whispered, 'be still' - and so you found peace. Despite life's greatest challenges and difficult moments, your inner smile, sense of composure and stability has always shone through.

A fruity opening of pomegranate, bergamot and orange with a hint of pink peppercorn blends beautifully into a heart of floral orris, magnolia and transparent jasmine, as more fruitiness sustains with green fig and ripe plum. The complex dry-down of this fragrance offers notes of opulent patchouli, vanilla and white musk, juxtaposing with green vetiver.

Top: Orange, Pink Peppercorn, Pomegranate, Bergamot

Heart: Green Fig, Plum, Transparent Jasmine, Orris, Magnolia, Cinnamon

Base: Patchouli, Vanilla, White Musk, Vetiver



# GHZALH

The essence of inspiration.

This fragrance has a rich and multifaceted combination of notes, reflecting a life well travelled, enriched by new experiences and new connections.

Ghزالh is a scent made all the more beautiful by its contrasting facets. Warming maple and crisp bergamot are bolstered in delicious juxtaposition with tart liquorice and dry vetiver. The fragrance is finished with smoky guaiacwood, which melds perfectly with the creamy, sensual base of tonka, musk and a deep amber accord.

Ghزالh is a scent to relive, inspire and enjoy!

Top: Bergamot, Maple

Heart: Liquorice Root, Vetiver

Base: Guaiacwood, Amber, Musk, Tonka



# EXIMUS

The essence of the exceptional and the excellent.

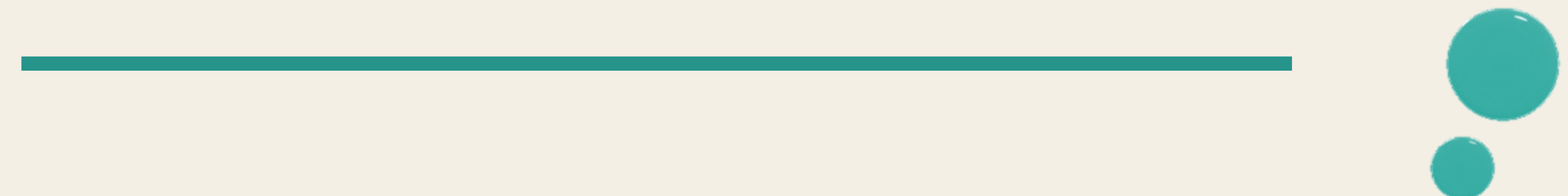
The memory of your best achievement, when you went the extra mile and it paid off. Your strength, dedication and time results in a proud moment that stays with you always.

An exceptional opening of subtly sweet pear blossom and spicy saffron. As the clove and woody oud continue through the heart and base, the vanilla gives an underlying sweetness amidst the spices, woods and earthy patchouli.

Top: Pear Blossom, Saffron

Heart: Turkish Rose, Clove, Magnolia, Sandalwood

Base: Patchouli, Oud, Vanilla, Musks



# PRODUCT INFORMATION & FEATURES.



# PRODUCT FEATURES

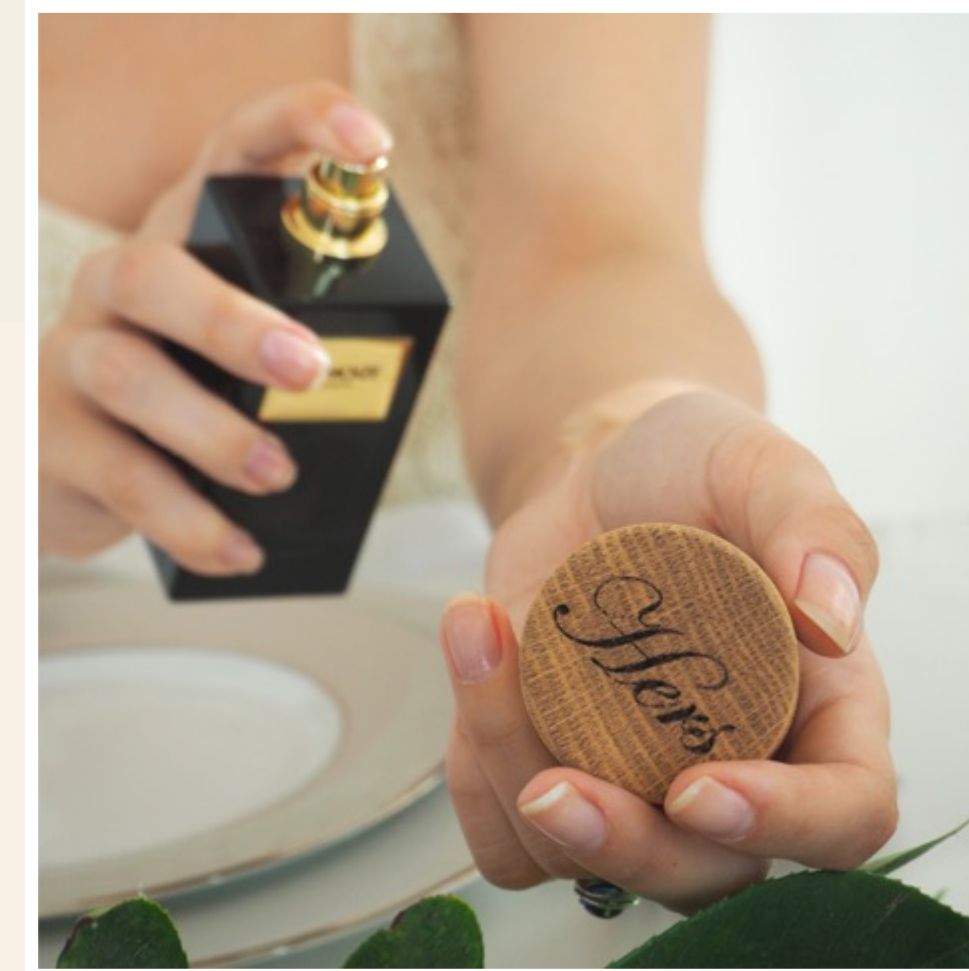
Extrait de Parfum

20-30% oil in every perfume

Longevity of 10-12 hours

Great sillage

Handmade caps



# SUSTAINABILITY

Cruelty free

Vegan

Sustainably sourced

Recyclable product

PETA approved



# SIZING

All perfumes are available in 100ml, 7.5ml and 2ml.  
A selection of our top selling scents are available in 50ml  
complete with  
matching Swarovski crystals inside.

# PRICING

Dark Range

£177/ €199 / \$250 100ml extrait de parfum

Light Range

£177/ €199 / \$250 100ml extrait de parfum

Colour Range

£177/ €199 / \$250 100ml extrait de parfum

Limited Editions

Individually priced 100ml extrait de parfum



# OUR FOUNDER, HOLLY

Founder and creative director of Memoize London, Holly Hutchinson

Holly Hutchinson, the Founder of Memoize London, commenced her venture into the niche perfume industry back in 2011. Over a span of seven years at a leading global fragrance house, Holly immersed herself in the art of perfumery, diligently crafting niche fragrance products. Rapidly finding her niche within the industry, her passion for the craft and the inspiration for a fresh approach began to flourish.

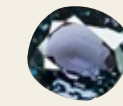
Recognizing Holly's astute eye for design and her comprehensive understanding of manufacturing processes, she was honoured with the role of Production Manager. In this capacity, she focused on production, manufacturing, design, and the development of innovative products. This pivotal role provided Holly with an in-depth understanding of the perfume industry, offering valuable insights into bringing new products to market.

In 2016, Holly embarked on her entrepreneurial journey, giving rise to the Memoize London brand. Over the course of 12 months, she conceptualized, designed, and developed her inaugural collection of fragrances. The result was Memoize London – a brand characterized by its disruptive, daring, contemporary, and complex identity.

This distinctive formula permeates every facet of the process, from assembling a team of highly skilled and esteemed British perfume partners to meticulously sourcing unique and rare materials, ensuring the creation of the highest quality, long-lasting products. Holly's inherent sense of style and refined taste has profoundly influenced the brand, and her understanding of customers' yearning for exclusivity ensures that each Memoize product is crafted to a premium standard, complete with the option of bespoke bottle engraving.



# DISTRIBUTION.



# DISTRIBUTION YEARS 4 & 5

Memoize London operates in the global luxury fragrance category and our retail partners reflect this positioning.

True to the brand’s heritage, Memoize’s Global flagship was with the UK’s world leading luxury perfumery retailer Selfridges.

Memoize London is also featured in Jovoy Mayfair and an array of niche perfume boutiques and stores around the world.



UNITED KINGDOM  
BRAZIL  
DENMARK  
ESTONIA  
GERMANY  
ISRAEL  
KUWAIT  
USA  
AFGHANISTAN  
LATVIA  
LITHUANIA  
LUXEMBOURG  
NETHERLANDS  
NORWAY

UZBEKISTAN  
SWITZERLAND  
UAE  
SAUDI ARABIA  
AUSTRALIA  
UKRAINE  
IRAQ  
LIBYA  
QATAR  
ROMANIA  
SWEDEN  
GEORGIA  
CROATIA  
SLOVENIA

BOSNIA &  
HERZEGOVINA  
MONTENEGRO  
SERBIA  
ALBANIA  
MACEDONIA  
KOSOVO  
NIGERIA  
AFRICA

IN TALKS WITH;  
INDONESIA  
INDIA  
FINLAND  
POLAND  
ALBANIA  
VIETNAM



# MARIONNNAUD, SWITZERLAND

2022 saw Memoize London launch in 48 doors across Switzerland with partner Marionnaud.



# BEAUTY BLEND, KUWAIT

A new, personalised area as part of Beauty Blend Co., Kuwait City.



# MARKETING.



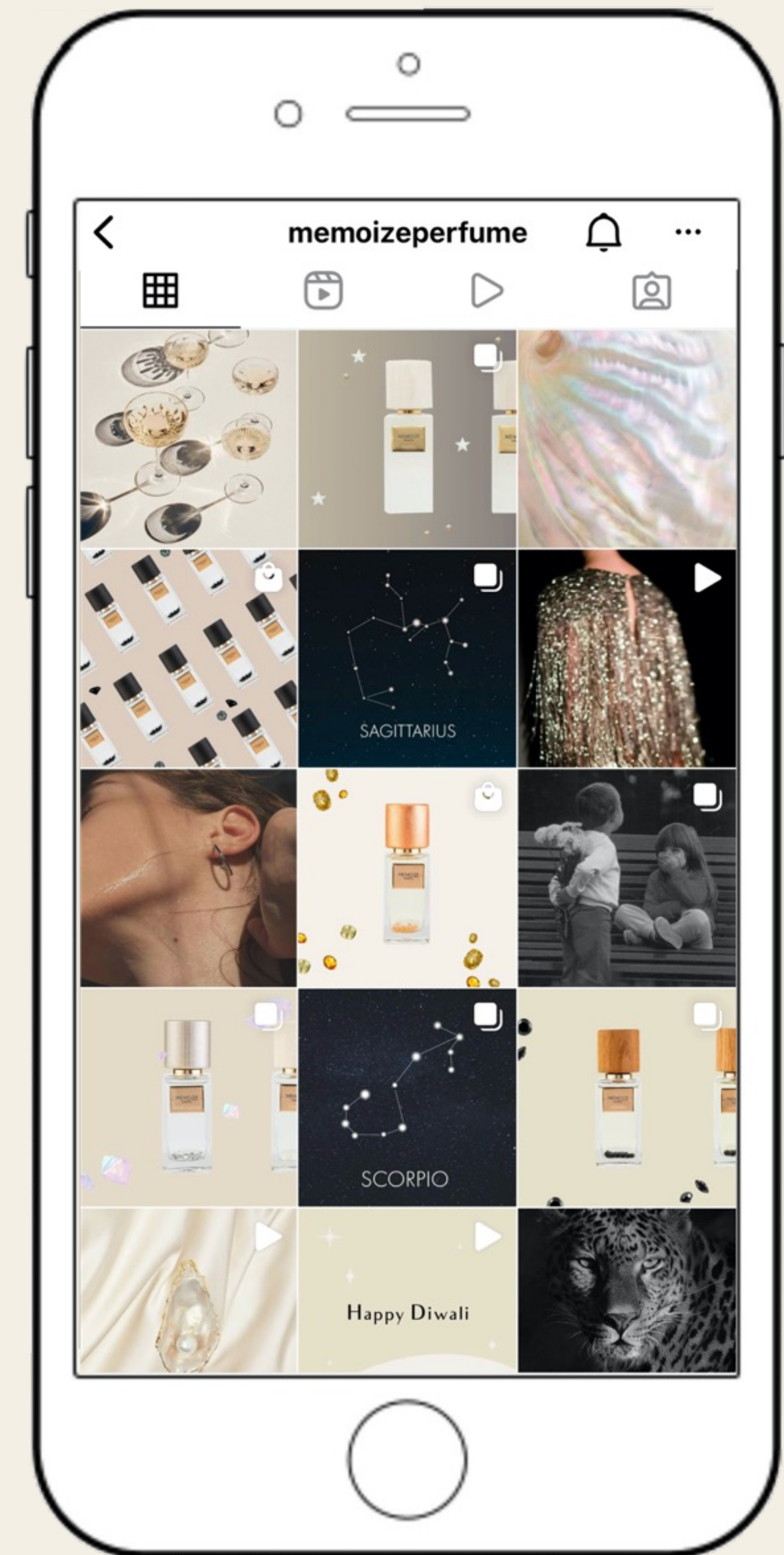
# EVENTS & SOCIAL MEDIA

## Social Media

Memoize London sees its marketing strategy as a crucial part of its development as a brand. Social media and online marketing has been a key aspect for the growth of the brand.

Facebook, Instagram and Pinterest are our primary social channels. In line with our visual rebrand, we've reassessed the look and feel of each platform, opting for more premium, minimalist imagery which accurately portrays Memoize London's updated brand message.

Our colour palette features heavily throughout our feed, and a mixture of self-produced and reposted imagery depicts intimate, impactful moments, to which the scents of Memoize fragrances provide a powerful backdrop.



# EVENTS & SOCIAL MEDIA

## Events

Memoize London produces disruptive and well executed retail and media events, allowing consumers to enter a world seen as the rarefied world of fine fragrance.

We participate in and hold seasonal events and new product launch events to create as much exposure for the Memoize brand and its products. We ensure our guests include attendees from key media titles, and targeted beauty, travel and lifestyle influencers.

Events like **The Perfumus Affair**, a multi-sensory art exhibition, saw the talented artist **Robin Doyle** create a piece of art in response to a Memoize London fragrance. This sparked interest in the brand to a whole new audience as part of a collaboration with **Aspects Beauty UK**.



# EVENTS & SOCIAL MEDIA

## Collaborations

Memoize London has partnered with the two highly acclaimed influencers, Rowan Row and Ghzalh Wehdawia, to collaborate on exciting scent projects.

Working together, we have created two incredible scents with great personal meaning, and a true connection to Rowan's past and Ghzalh's life. We sought inspiration from their travels, personal development and experiences to create our exclusive scents, Imperia by Rowan Row and the self-named Ghzalh.



# PRESS & PR

Memoize London has had a number of amazing editorial features, featuring both in online magazines and in print media, which has given us great visibility to a wide variety of customers both domestic and international.

We feature frequently in some of the worlds most critically acclaimed magazines including *Vogue*, *Cosmopolitan*, *Style* magazine and *Stylist*.

We continue to commit to these key initiatives which provides education, excitement and newness to the perfume industry.



# Caritas - The Stylist

# PRESS & PR



Caritas - VOGUE



Caritas - Cosmopolitan



Superbia - Scented Letter

# PRESS & PR

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LIGHTEN UP BY CAROLINE SIMPSON

To scent your summer, look for lighter colognes with marine, citrus and even almond notes as brighter days demand a subtler olfactory palette and leave the night time for more brooding scents. Here is the *Glass Men* round up of the latest releases.

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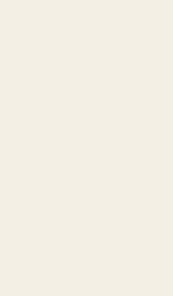
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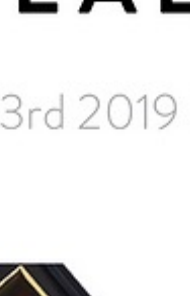
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01

01 CURIONOIR Tobacco Night  
A honey-tinted motion high-quality fragrance from New Zealand brand Curionoir, founded by Tiffany Jean, who draws on her Maori heritage to create this compelling tobacco-infused scent with ingredients of sage, coriander, dried tobacco leaves, amber and musk. £150, 50ml, *Etrenot de Parfum*, [www.curionoir.com](http://www.curionoir.com)

02 HISTOIRES DE PARFUMS 1828  
Each scent in this French fragrance company founded by Gérard Ghislain is inspired by historical events and people. A tribute to the adventure writer Ades Vieux, 1828 is spirited and spicy with aromatic woody and citrus accents of grapefruit, citrus, tangerine, cardamom, nutmeg, cedar, incense, yvetter and pine cone. And appropriately it comes in an easy to transport bottle. £30, EDP, 120ml, [www.histoiresdeparfums.com](http://www.histoiresdeparfums.com)

03 PARLE MOI DE PARFUM  
Saffron Wood / 91  
Parle Moi de Parfum is a family-run and upholding name. Michel Alphonse and his sons. Their latest release, Saffron Wood / 91 celebrates saffron, as well as rose and cedarwood which provide contrast and potency. £88, EDP, 100ml, [www.saffronwood.com](http://www.saffronwood.com)

04 MONTBLANC Explorer  
Explorer into all the right summer notes (excuse the pun). A morish woody aromatic leather scent invigorated with a green Italian bergamot, yvetter for contrast, and bolstered by patchouli. £52, EDP, 90ml, [www.montblanc.com](http://www.montblanc.com)

05 MEMOIZE LONDON DARK, Superbia  
From the London Dark Range (which has very high concentrations of oils) from new UK luxury niche company Memoize which has memory and the ability of fragrance to evoke this at its core. Superbia is an atmospheric scent, with ylang-ylang and orchid woods rich and wood, leather, amber, musk and patchouli notes. £177, EDP, 100ml, [www.saffridges.com](http://www.saffridges.com)

06 BENTLEY Beyond – The Collection  
Majestic Cashmere  
As befits Bentley, each scent in their fragrance line evokes travel. Majestic Cashmere takes you on a trip to Goa accompanied with lush notes of incense, cardamom, woods, cedar, yvetter, cardamom, cinnamon, musk and patchouli. This perfume is rich and enveloping and presented in a bottle that looks and feels very expensive. £180, EDP, 100ml, [www.bentleyfragrances.com](http://www.bentleyfragrances.com)

07 LOUIS VUITTON Sun Song  
Created by master perfumer nose Jacques Cavallier, Sun Song is like pure bottled unabashed sunshine, with joyful orange blossom, lemon, bergamot, neroli and underpinned by jasmine and musky notes. £185, EDP, 100ml, [www.louisvuitton.com](http://www.louisvuitton.com)

08 GUÉRLAIN L'Homme Ideal Cool  
For 2019, Guérlain have produced a new flanker in its L'Homme Ideal line. And cool it is. Demonstrating that men don't have to be limited to wearing only woody or leather scents, this aromatic fragrance scent lightens things up with citrus and also almond. £56, EDP, 50ml, [www.guerlain.com](http://www.guerlain.com)

09 PARFUMS QUARTANA LES POTIONS FATALES Mandrake  
The new collection of nine scents from Joseph Quartana, Les Potions Fatales, is you guessed it, inspired by poisonous flowers and explores their ancient mythology. I like the leathery and woody Mandrake which has apple and pomegranate to soft on its impact. £117, EDP, 50ml, [www.quartana.com](http://www.quartana.com)

GLOSSY POSSE  
PICKS: 6 NEW  
BEAUTY LAUNCHES  
THE GTG TEAM  
REALLY RATE

March 23rd 2019 / Emma North / 0 comment



REFRESH YOUR ROUTINE

Luxuria - Get the Gloss

Style Beauty



**THE JAW JAB**  
First it was filler for eyes, then lips, and now you can add your jaw to the roster. Juvéderm (the brand of hyaluronic acid filler) is launching Volux, which is designed to add structure and definition to the jaw and chin. Results last for up to 18-24 months, and prices start at £650. For more information and participating clinics, visit [juvederm.co.uk/find-a-clinic](http://juvederm.co.uk/find-a-clinic)



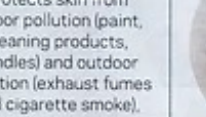
**RICE RICE BABY**  
Whether you prefer sesame or saffron, Uncle Ben's or basmati, these are the rice-inspired scents to sniff. **Atelier Cologne Pacific Lime** (from £55 for 30ml cologne absolute) is subtly sweet and reminiscent of an aromatic curry. **Memoize London Era** (£177 for 100ml EDP) is full of nose-tingly saffron that dries down into something earthy and floral.



**PEARLS OF WISDOM**  
The AW19 catwalks proved that classic is cool again. Pearls popped up on hair clips at Simone Rocha, on headbands at Shrimps, on nails at Adeam, and just below cuticles at Rodarte. News just in: eBay has become the place to buy clips without forking out a small fortune. A broad "pearl barrettes" search yields countless options to shop, from 99p.



**CITY SLICKERS**  
Pollution dries out skin, makes it appear dull, causes spots and accelerates ageing. Whether you're a city dweller or not, you need these. The moisturiser: **Sisley Youth Anti-Pollution** (£138) protects skin from indoor pollution (paint, cleaning products, candles) and outdoor pollution (exhaust fumes and cigarette smoke), as well as blue light (TVs, laptops — the lot). Worth the price tag. The foundation: **Revlon PhotoReady Candid Natural Finish Anti-Pollution Foundation** (£10) comes in 31 shades and is lighter than light — impressive for something that protects against so much.



**PONY CLUB**  
The only way to wear your hair this season is in a simple elastic at the nape of the neck, as seen at Victoria Beckham and Molly Goddard. The key, according to Redken's global creative director, Guido Palau, is first to blow-dry hair into a centre parting, then coax smoothness and shine with **Tresemme Colour Shineplex Shine Lock Serum** (£6).



**COLOUR ME COCONUT**  
Toasted coconut may sound like a delicious dessert, but according to L'Oréal, it's actually the new-season hair colour. A textured mix of blonde and brown, it's more seamless than balayage. Get the look with **L'Oréal Professional Root Smudge Service** (from £75), an in-salon colouring technique that gives a richer, bronzed tone at the root and a cool coconut colour down the mid-lengths and ends. ■



The Sunday Times Style 41

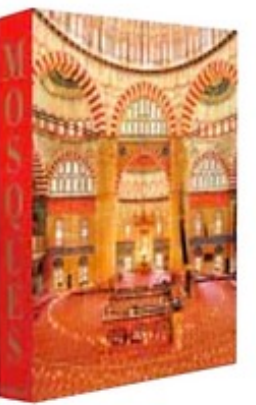
Era - Sunday Times

# PRESS & PR

**SMOKE AND MIRRORS**  
What James J Fox doesn't know about cigars isn't worth knowing. This Halstock humidor is made from hand-selected American black walnut, cut and air-dried, while the interior is Spanish cedar wood, and the sycamore and maple veneers were sliced to create the decorative details. James J Fox, 19 St James's Street, £8,500



**WING AND A PRAYER**  
Mosques is the latest addition to Maison Assouline's ultimate collection, allowing readers to discover 100 of the world's most historically significant buildings, written and curated by Bernard O'Kane, professor of Islamic art and architecture at the University of Cairo. Maison Assouline, 196a Piccadilly St James's, £695



**ODE TO OUD**



**PENHALIGON'S**  
Hafeti Leather is a twist on the popular Hafeti fragrance, with a blend of intoxicating ingredients including oud and leather. Exclusive to Selfridges, 400 Oxford Street, £173 for 100ml

**SMOOTH OPERATOR**  
For beautifully even skin, free of dark spots and blemish marks, Crème Extraordinaire uses La Prairie's patented Cellular Complex to ensure this silky liquid hydrates and evens out skin tone - and it's noticeable after just a couple of days' use. La Prairie, available at Selfridges, 400 Oxford Street, £552



**PICK 'N' MIX**  
The first made-to-order service for Fendi's Colibri shoes allows anyone to create their own bespoke pair with a choice of seven front toe variations, three ribbons and two heel heights. Fendi, 141 New Bond Street, from £590



**MEMOIZE**  
Rose Luxuria, a citrus floral fragrance from Memoize is a blend of primary rose, jasmine, musk and oud. Exclusive to Selfridges, 400 Oxford Street, £177 for 100ml



MAYFAIRTIMES.CO.UK 37

Rose Luxuria - Mayfair Times

**BEST FRAGRANCE**

The final touch to getting ready is a spritz of perfume! It can set your personality, or you can choose your aroma based on the mood of the place you're going. You are going to adore our winners in this category.

**GOLD.**  
**Yardley London**  
The Flowerful Collection Exquisite Peony



This isn't just any perfume, it contains 90% naturally derived ingredients and a vegetable derived alcohol base. The perfume is cruelty free and suitable for vegans. So many people are moving towards more eco conscious beauty and Yardley has hit the mark with this perfume.



The fragrance is sophisticated floral bouquet of freesia, rose, jasmine and peony accords with a sparkle of citrus evolves into a seductive warm base of cedarwood, musk and blond woods. We love that this perfume is like smelling a bunch of fresh flowers.

**SILVER.**  
**Memoize London**  
The Dark Range

This luxury perfume brand is iconic. The brand is from London and comes in a sleek modern packaging. The creation of these sensual scents will elicit memories from your deepest, most intimate thoughts and feelings. Scents that drench you in evocative aromas, Memoize, scents to relive memories, reminisce moments and revive the senses.



**BRONZE.**  
**Missguided**  
Babe Power

This perfume has been designed so you can slay all day. The rose gold packaging and the idea behind this perfume is very on trend.

Top notes: grapefruit zest, sour cherry, pink pepper, crisp apple, pineapple and rhubarb  
Heart notes: orange blossom, peony and jasmine.  
Base notes: vanilla, candy floss, sensual musk, amber crystals



Luxuria - Global Makeup Awards SILVER

**OK! LOVES**

RAINBOW JEWELS AND DANCING SHOES ARE HOT OFF THE PRESS THIS WEEK...



**Freixenet Italian rose**  
£10 Tesco



**Monogram basket**  
£230 Rae Feather



**Aruba bikini**  
£245 Heidi Klein



**Sweatshirt**  
£65 Boden



**Pillow Talk Lip & Cheek**  
£30 Charlotte Tilbury



**Memoize London Black Avaritia eau de parfum Limited Edition (100ml)**  
£377 Selfridges and Memoizeperfume.com



**18ct gold, sapphire and diamond lock bee charm**  
£1,200 Annoushka.com



**NHS Rainbow Hope bracelet**  
£25 Lola Rose



**Book selection from £15**  
Bookthatmatter.co.uk



**Zia platforms**  
£325 Terrydehaxilland.com



**PROFITS GO TO NHS CHARITIES TOGETHER**

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Black Avaritia - OK

# Ghzalh & Isla Rose - The Scented Letter

# Luxuria - The Vendeur

# Rose Luxuria - Wydle

**Wylde** BUY WYLDE ISSUE 17 FASHION BEAUTY CULTURE INTERVIEWS MUSIC TRAVEL FOOD & DRINK WORK IN PROGRESS @ TWITTER SEARCH Q

December 1, 2020

## In the Pink ( ...and Purple, Lilac and Blush)

Report by Yasmine Daaboul / Photograph by David Neaton

The image shows a collection of beauty products from various brands, including Tom Ford, YSL, and others, displayed on a white shelf against a pink and purple background. The products include perfumes, lotions, and makeup items, all in shades of pink, purple, and blush.

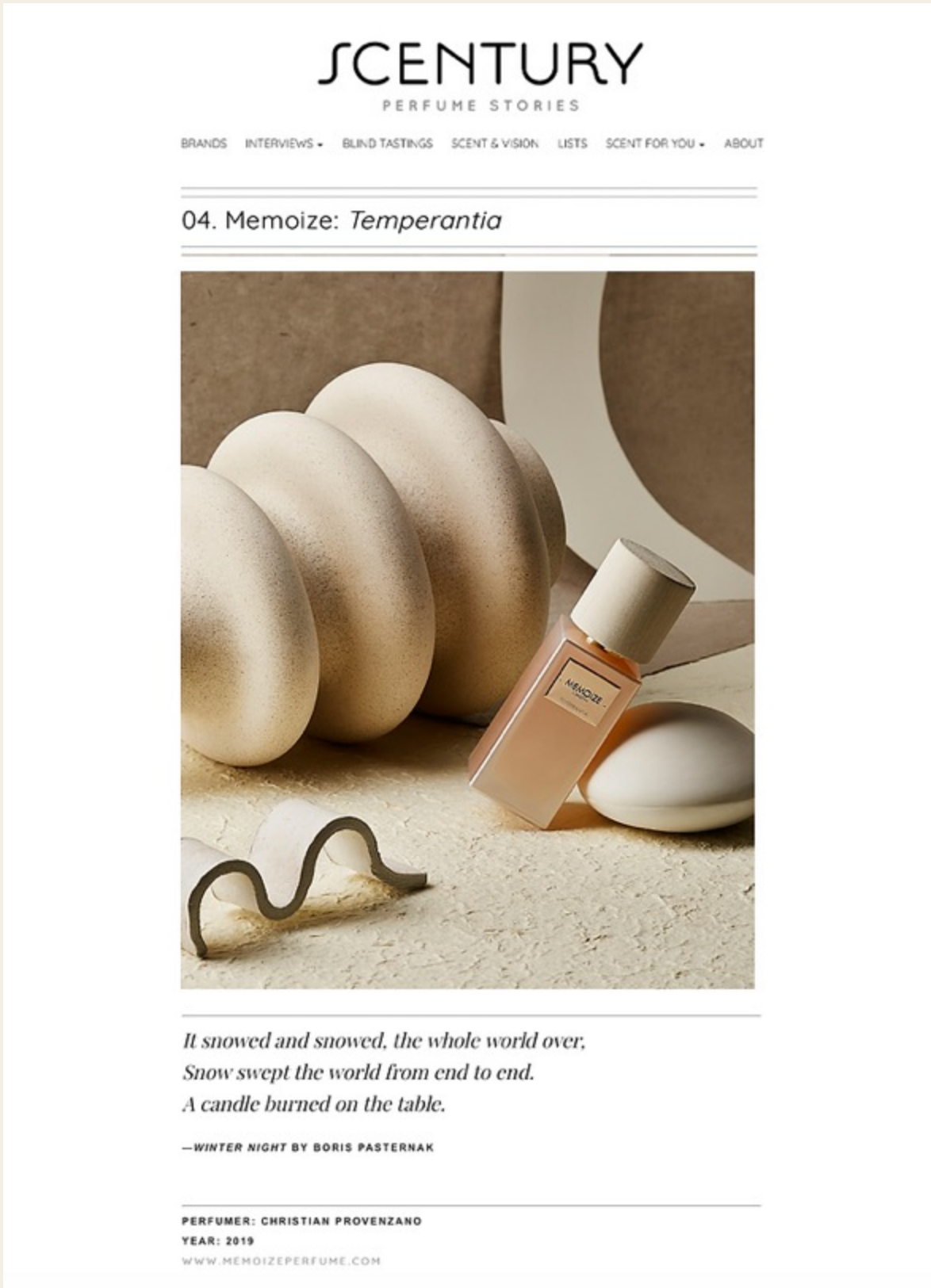
We are pretty sure that the prettiest, blushiest products out this month are going to be dwelling in the area of the spectrum occupied by the loveliest lilacs, vivacious violets and raciest roses. What is it about these gorgeous hues that evokes beauty, luxury and fun? We're not sure, but these floral colours are growing on us pretty quickly!

**TOP SHELF** left to right:

**Tom Ford** | Rose Prick Lip Colour in Casablanca - £44.00

**Tom Ford** | Rose Prick EDP, 50ml - £228.00

# PRESS & PR



Temperantia - Scentuary



Caritas - FAQ



Ghzalh - SCHON

We all love the s  
year like any

# PRESS & PR

NEWS & STORIES

FROM FLOORING TO COMPOST BIN

Sustainable flooring brand Fibre has launched the UK's first fully compostable sisal. Made from 100 per cent plant-based material, the felt backing has been needle-punched in place, so there's no need for adhesive, Latex or fillers. 'Sisal is durable and works in all areas of the home', says managing director Julian Downes. Available as stair runners, fitted broadloom carpets or bespoke rugs, the bouclé design comes in five neutral shades, from £49.80 for 4m width, [fibreflooring.com](#)

3 OF THE BEST...  
NICHE AND NATURAL  
SUSTAINABLE SCENTS

1 Sweet Almond Blossom by Floral Street

Created in collaboration with the Van Gogh Museum in Amsterdam, this fruity vegan fragrance has hints of vanilla, tonka bean and sandalwood, £74 for 50ml, [floralstreet.com](#)

2 Cûte by Ând Fragrance

Seasoned with caramel, butterscotch and ethically sourced cocoa, this rich and creamy fragrance smells good enough to eat, £125 for 50ml, [andfragrance.com](#)

3 Abundantia by Memoize London

Punchy top notes of citrusy mandarin, bergamot and rhubarb set the tone, with a kick of spicy ginger to uplift and invigorate. The stylish caps are handmade in Yorkshire using offcuts of oak and walnut, £177 for 100ml, [memoizeperfume.com](#) ➔

14 COUNTRY HOMES & INTERIORS

FLOWER POWER

In *The Hidden Histories of Flowers* (£14.99, Hardie Grant), Maddie and Alice Bailey – daughters of celebrated horticulturist Fran Bailey, and founders of cult plant and homewares shop, Forest London – explore the deeper meaning of flora throughout history and across cultures, sharing fascinating details alongside colourful illustrations. Go on, treat yourself.

Abundantia – Country Homes

70 GOOD HOUSEKEEPING MARCH 2023

[goodhousekeeping.com.uk](#)

Good looks

add a creamy and modern sensuality

Milky notes

often associate with perfume, but a cossetting, tactile and surprisingly personal note that we're seeing more frequently in new fragrance launches. 'Milky notes add a comforting, creamy and very modern sensuality to a scent,' explains Honorine Blanc.

Commodity's new line also includes Milk-, £120, containing the same 'skin musk' accord as Paper-, but this time alongside milky marshmallow notes, something about which stokes primal feelings of reassurance that make us exhale deeply.

Similarly, in Whind's soon-to-launch Laila La Rose, £180, vanilla cream is all the more unctuous underpinned by fluffy marshmallow. It's a scent sensation skin to snuggling up next to someone you love, while drinking warm milk topped with whipped cream – a feeling we suspect we'll want to create far beyond a single season. □

Scents to keep close

GH's pick of the loveliest skin fragrances, classic and new

Narciso Rodriguez For Her EDT, £68

Truly sophisticated; a unique take on a multi-musk perfume.

Le Labo Another 13 EDP, £157

Complex yet simple and familiar – Iso E Super in all its mysterious glory.

The Body Shop White Musk EDP, £22

The original and still one of the best musk-centric scents.

Altra Skin EDP, £168 (£138 for refills)

Contains musk and musk alone; a sheer veil of fragrance designed to elevate and amplify your natural skin scent.

Memoize London Vita EDP, £177

The comforting, powdery-milky heart is cleverly tethered to a vanilla musky base.

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[goodhousekeeping.com.uk](#)

Vita – Good Housekeeping

PRESS & PR

BEAUTY

**Glossier You, £49**  
Before Philor's Missing Person, there was You – a simple, sophisticated, musk-centric sell-out.



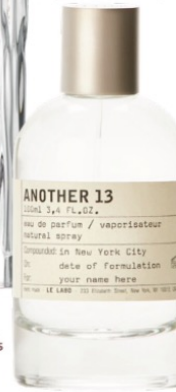
**D'Orsay Sur Tes Lèvres E.Q., £110**  
An ultra-chic take on comfort, as musk mallow and cashmere meet soft florals.



**Zadig & Voltaire This Is Her Undressed, £115**  
Sun-warmed salty skin was the inspiration behind this sultry, reassuring fragrance.



**Another 13, £157**  
Complex yet simple and familiar – Iso E Super in all its mysterious glory.



*Scents to keep close*

RED'S PICK OF THE LOVELIEST SKIN FRAGRANCES, CLASSIC AND NEW

**Narciso Rodriguez For Her EDT, £95**  
Truly sophisticated; a completely unique take on a multi-musk perfume.



**Memoize Vita, from £29**  
The comforting, powdery-milky heart is cleverly tethered to a vanilla musky base.



**Altra Skin, £168 (£138 for refills)**  
Contains musk and musk alone; a sheer veil of fragrance designed to elevate and amplify your natural skin scent.



**Louis Vuitton Le Jour Se Lève, £235**  
The harmonious double act of musk and Iso E Super combine in this gloriously optimistic perfume.



WORDS: FELIX HUIZZA PHOTOGRAPHY: STEVEN VAN AUGUST IMAGE

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September 2023 | REDONLINE.CO.UK

Vita – Red Magazine

**MCM Crush**



Perfumer Frank Voelkl is behind MCM's latest, bringing to Crush a truly blissed-out summer vibe. The stunning heart of soft-pink rose de Mai harmonises with a playfully fruity apricot/pear combo in the top notes, then melds like the slow blush of a rosy sunset to a tenderly warm skin-like, ambrette dry-down. And we always say that these flacons – especially in the mini size – are among the most adorable you could hope to own!  
£55 for 30ml eau de parfum  
debenhams.com

**MEMOIZE Enigma**



Founder Holly Hutchinson collaborated with stone-carver Zoe Wilson on a quartet whose olfactory profiles mirror her artistry: Sculptura ('the essence of decadent artistry'), Dominus ('the essence of commanding presence'), Aequare ('the essence of harmony') and Enigma ('the essence of mysterious allure'), conjured via lemon, ginger, jasmine, rose, orris, amber, patchouli and cedarwood. Original carvings were cast in eco-friendly Jesmonite, to create the flacons' caps.  
£177 for 100ml eau de parfum  
memoizeperfume.com

**MILLER HARRIS Soufflot**



This new Stories Collection is inspired by celebrated books, while inviting us to write our own story. Evoking memories of a morning stroll through Paris's Luxembourg Gardens, notes of chestnut, hazelnut, cinnamon leaf, brioche and coffee have a whisper of tobacco drifting through them, while jasmine garlands the warm heart, while green mandarin freshens. Mathieu Nardin's literary inspo? Hemingway's *The Sun Also Rises*. A book – and a scent – to bury your nose in.  
£180 for 100ml eau de parfum  
millerharris.com

**MOLTON BROWN Sunlit Clementine & Vetiver**



Celebrating lazy, hazy days of an endless summer, Molton Brown sets the perfume bar high, yet again proving that fresh and citrusy needn't be a fleeting, linear experience. Perfumer Julie Massé brings a long-lasting smile of sunshine with sophisticated, lightly smoky vetiver in the base – like patches of dappled shade offering a welcoming breeze. Creamy fig leaf and the delicious drift of roasted hazelnut add to the so-chic trail. Feel better, bottled!  
£120 for 100ml eau de parfum  
moltonbrown.co.uk

**NANCY MEILAND Lupin Meadow**



Encompassing all the mellowness of an idyllic picnic following a walk through a field of wildflowers, we're imagining a soundscape of bumble bees and bird song. This is full of frolicsome summer joy. Mixing the textural rustle of dry grasses and gently steaming hay bales with aromatic lavender, leafy herbs, and a beautiful lupin accord, it's blissfully unrestrained. 'Nostalgic,' is how Nancy describes it, 'with a blue-skied, free-wheeling, insect-buzzing timelessness.'  
£95 for 50ml eau de parfum  
nancymeiland.com

**NEST Lychee Rose**



Now here's a happy number – brimming over with a sparkle of sun-brightened fizz that's akin to Champagne bubbles tickling your nose, before rose petals and a luscious note of lychee join the fragrant fun. We see ourselves holding up cocktails inspired by this scent, clinking glasses with our best girlfriends, throwing our heads back and giggling with abandon, dancing barefoot in the grass. Let the neighbours stare! (They're after this beautiful bottle.)  
£82 for 50ml eau de parfum  
cultbeauty.co.uk

THE SCENTED LETTER 57

Enigma – Scented Letter

**ESCENTRIC MOLECULES Molecule 01-Ginger**  
Eau de Toilette, 100ml, £115  
Escentric Molecules adds to its cult Molecule 01 collection, in which founder Geza Schoen matches just one ingredient with his abstract synthetic Iso E Super wonder molecule. This season, it's Ginger (the other new plus-ones are Guaiac Wood and Black Tea). In contrast to the warm, cocooning cedarwood tonality of the Iso E Super, the ginger brings a crisp zestiness and peppery spiciness for a fresh, sharp finish.  
escentric.com



**VERONIQUE GABAI Oud Elixir**  
Eau de Parfum, 85ml, £290  
A rich, sensual fragrance that has siffon at its heart, Veronique Gabai, the nose behind some of the world's most famous perfumes, combines its dark, leathery, spicy notes with myrrh, while other natural, ethically sourced ingredients include a combination of oud, patchouli and amber, with top notes of rose and mate absolute. The result is a woody, ambery scent that's at once rich and mysterious.  
barrods.com



**MEMOIZE Abundantia**  
Eau de Parfum, 100ml, £177  
London based perfume house Memoize introduces another interesting scent to its collection, Abundantia. Designed to be uplifting and exuberant, punchy top notes of citrusy mandarin, bergamot and rhubarb set the tone, with a heart of geranium and osmanthus given a kick by spicy ginger. A rich, creamy base of caramel, vanilla and sandalwood completes this invigorating fragrance.  
memoizeperfume.com



**MAISON MARGIELA REPLICA On A Date**  
Eau de Toilette, 100ml, £110  
Maison Margiela's Replica fragrances are designed to prompt forgotten emotions and personal memories, transporting its wearer with a single spritz. On A Date has been formulated by master perfumer Carlos Benaim to recreate a date on a late summer's evening in Provence. At its heart is Isqarta rose petal, while the sweetness of blackcurrant rounded off by sensual vetiver and musk add to the romance.  
selfridges.com



**HERMÈS Un Jardin à Cythère**  
Eau de Toilette, 50ml, £78  
The latest Hermès Parfums Jardins scent, a collection inspired by both a sense of place and the inspiration the perfumer draws from it, looks to Kythira. Perfumer Christine Nagel does neither green nor floral; instead, this citrusy-woody scent envelopes notes of yellow grasses, olive wood and fresh pistachio to echo the warm, sensual landscape of the sun-drenched Greek island.  
hermes.com



**ARMANI PRIVÉ Santal Dan Sha**  
Eau de Toilette, 100ml, £150  
Armani Privé's nature-inspired Les Deux haute couture fragrance line now includes Santal Dan Sha, inspired by the aromatic woodland and serene lakes of East Asia. Sandalwood is the star of the show, infused with at its base and also as a top note, blended with sparkling bergamot and the aromatic spiciness of cardamom for a balmy, sensual finish to encapsulate an exotic breeze at dusk.  
selfridges.com



THE GLOSSARY MAGAZINE.COM

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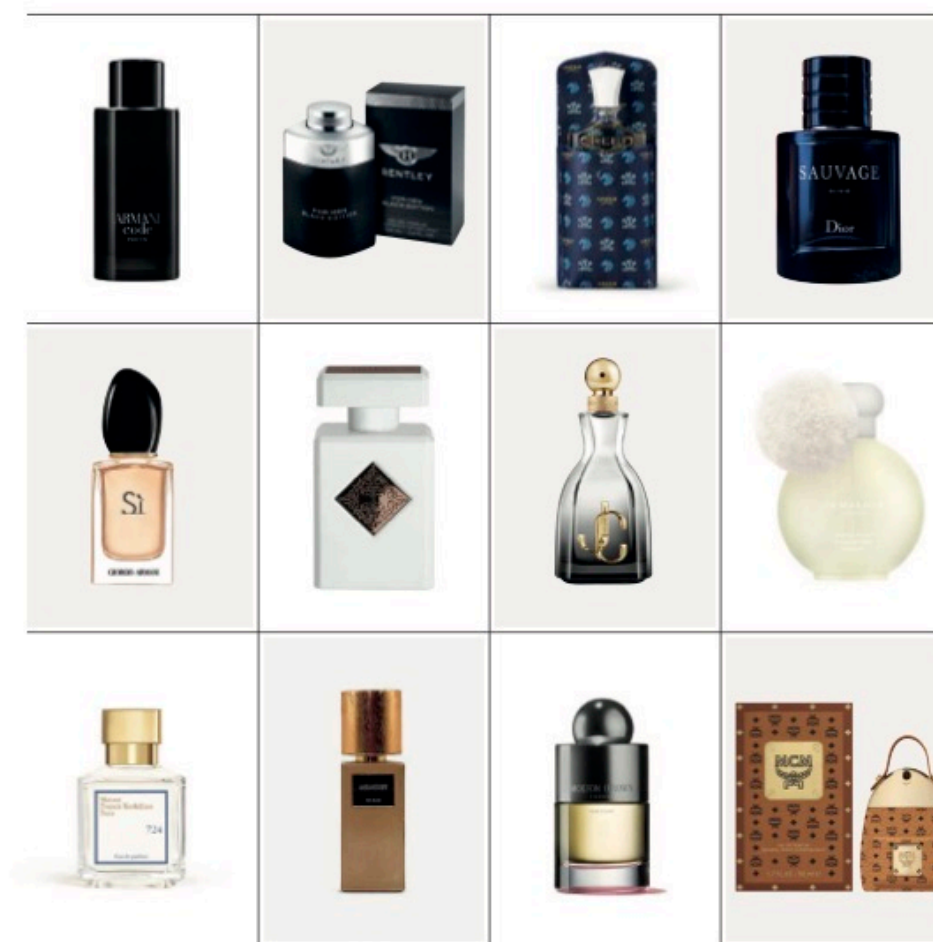
Abundantia - Glossary

# PRESS & PR



Vita – Sunday Mirror

# A Festive Fragrance



*Arenaria* Corel. *Papilion*, 12500 / £113.00 from Arenaria. Available at bookcom. *Bentley* Joe Allen B&S Edition *Papilion*, 11600 / £31.99 from Bentley Fragrances. Available at [bookcom](#). *Caulis* *Papilion*, 1750.00 from Caulis Bedouin. *Succisa* Elton *Papilion*, 1750.00 from Succisa Elton. *Gargesia* Arana *Papilion*, 10000 / £118.00 from Arenaria. Available at bookcom. *Platanus* Edition *Papilion*, 2900 / £240.00 from Initia Perfumes. Available at Sphérides. *I Wish You Forever* *Papilion*, 10000 / £89.00 from Jeremy Chas. Available at Sphérides. *Special Edition White Musk & Sweetwood Cardamom*, 10000 / £115.00 from Jo Malone London. *Jordan's* *Papilion*, 724.00 from Papillon. 750 / £80.00 from Maison Francis Kohler. Available at Harrods. *Ile de Re Extrait de Parfum* / 1397.00 from Marnie London. Available at Sphérides. *Rose Douce* Eau de Toilette, 10000 / £85.00 from Molton Brown. [moltonbrown.com](#). *MCM* Eau de Parfum, 750 / £85.00 from MCM. Available at [mcmworldwide.com](#).



# Isla Rose – Your London

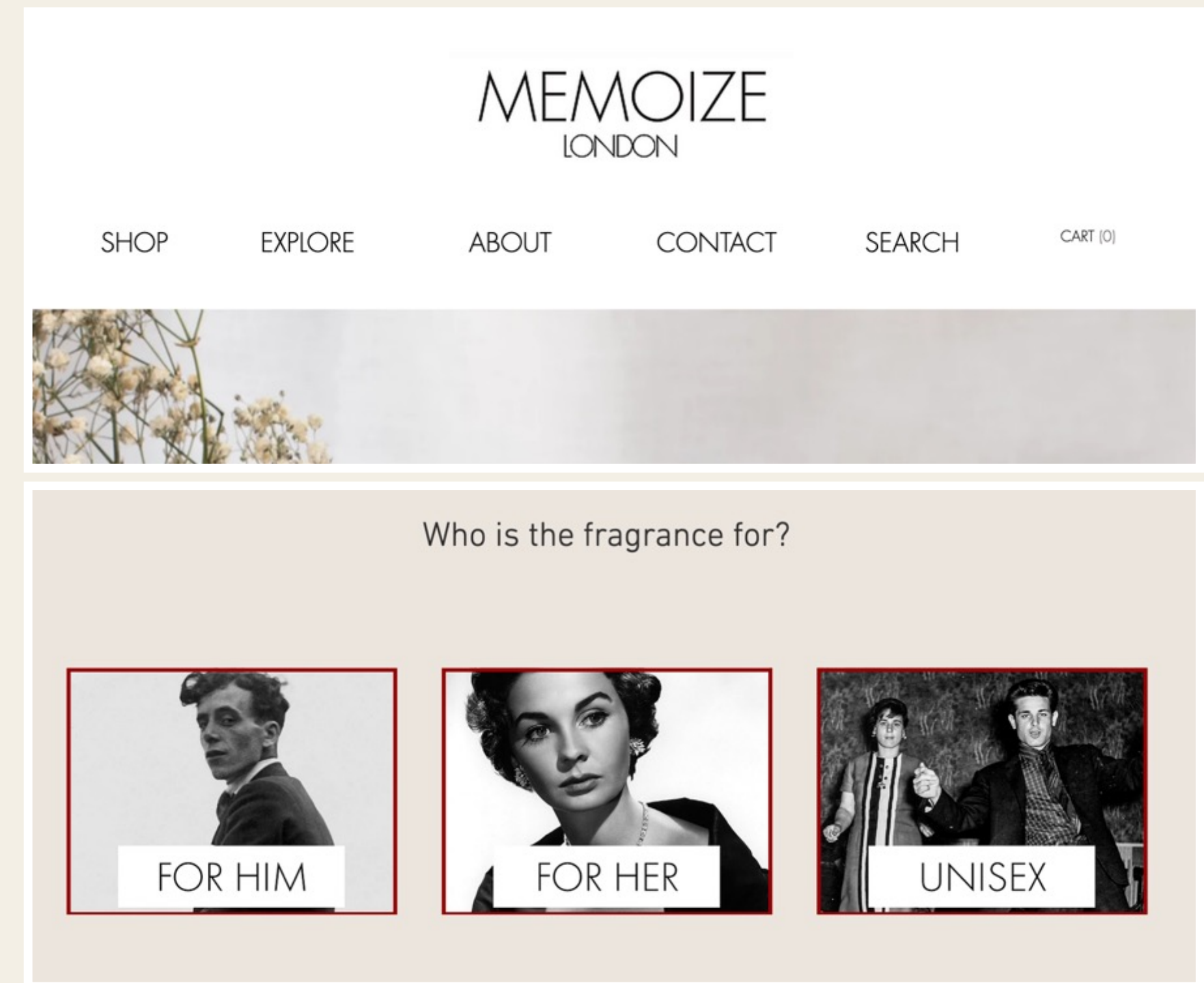
# MEMOIZEPERFUME.COM

## Online Brand Site

Every aspect of the Memoize London brand undergoes careful consideration.

As a luxury brand, it is important that our representation online is of an impeccable standard, as such we invest much time, effort and expertise into our online presence.

Our Fragrance Finder allows users to find their perfect scent based on how they desire to smell and feel including exclusive sampling offers.



# DOMESTIC & INTERNATIONAL MARKETING PLAN

## Digital Marketing

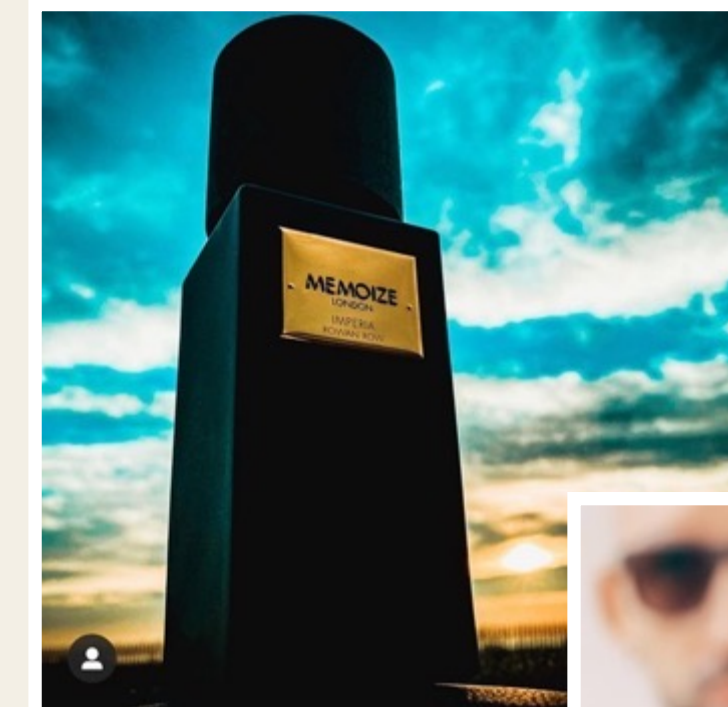
We work closely with our in house team to build, implement and develop excellent content and brand advertising across our social media channels with a strong focus on Instagram, TIKTOK and Snapchat to ensure we have a great outreach to our wider target market.

## PR

Working with our London PR agency on new launches and seasonal projects to further promote the Memoize London brand and build further brand awareness.

## Influencers

We work with a variety of influencers, targeting specific global influencers relevant in UK, Europe and in wider international markets on gift seeding, collaborations and brand partnerships.



# POSITION FOR GROWTH

Having received significant investment, Memoize London has, and is still poised to increase its global reach. Steps are being taken with key retailers to build and grow the Memoize retail network even further internationally.

Memoize London has brand presence at all the key global trade events including Exsence Milan, TFWA Cannes and Pitti Fragranze Florence.



# SUSTAINABILITY.



# SUSTAINABILITY

## Environmental & Social Responsibility

Memoize London prides itself in its sustainable efforts, helping to protect and preserve our planet.

Our hand finished oak caps are made from wood cut-offs, ensuring that nothing is wasted.

We also support small, independent British suppliers; our caps are crafted in Yorkshire by artisan craftsmen, our boxes are handmade in Leicestershire and our perfumes are filled in a small filling house in the Lincolnshire Wolds.

All of our components and manufacturing is completed within an 80 mile radius, to ensure the products have the lowest impact on the environment.



# SUSTAINABILITY

## Biodegradable & Recyclable Packaging

Almost all of our packaging and components are either recyclable and/or recycled.

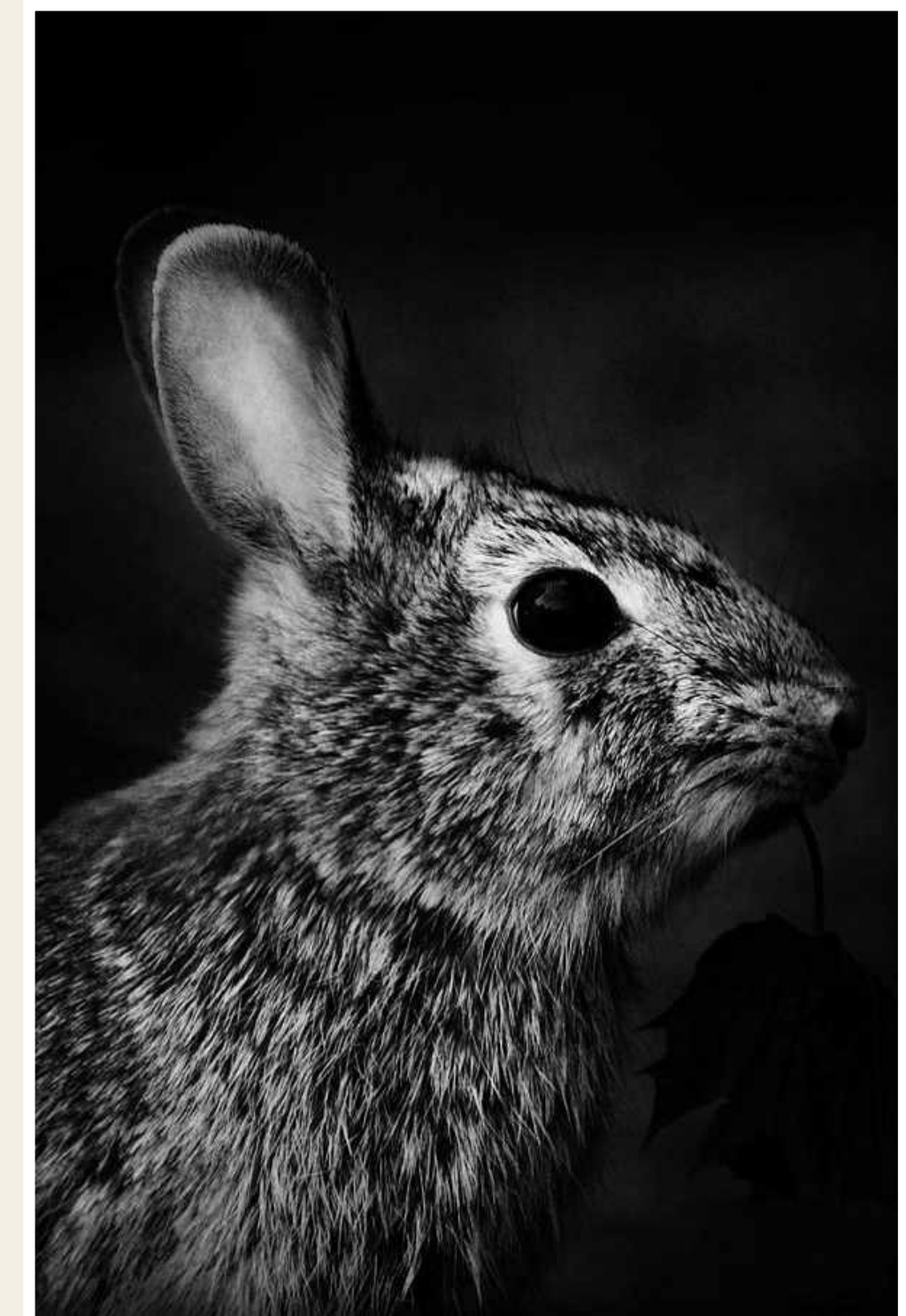
Our products are made using the highest quality biodegradable product wrapping. Our perfumes are protected, but so is our planet.

2022 begins the transition to new packaging which includes further measures to be environmentally friendly. The new design provides less waste and also recyclable foiling.

## Cruelty Free Beauty

We are proud to support PETA as a Cruelty Free brand.

None of our products or any of our components used are tested on animals, and we are currently securing vegan classification on our newness.



# CONTACT US

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@memoizeperfume