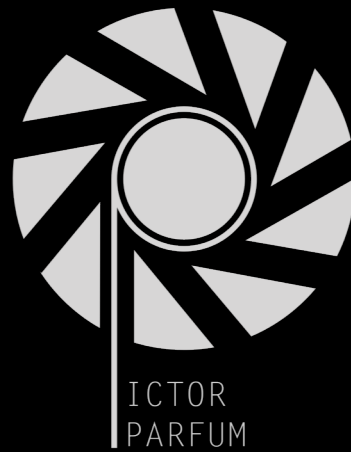




ICTOR
PARFUM



PICTOR PARFUM

A SCENTED VISION

Pictor parfum is a artistic British niche fragrance brand founded in London. We take our inspiration from imagery and photography which shapes our vision through scent. Our scents, like a perfect or wonderfully imperfect image, leave a lasting impression.

Working with British based perfumers our range is a carefully curated collection, like a considered collection of photos. We seek to uncover the parameters of both the lense and perfumery, using photography as our jumping off point for inspiration.

Sustainability is baked in and creativity is at the heart of what we do, the art of perfumery, the art of photography, the art of creativity. Carefully handmade, eco-friendly Terrazzo caps, of which no two are the same, adorn each perfume.

Photography, like perfumery, is a language, which uses sensorial elements in lieu of words.

Photography, like perfumery, exploits the sensitivity of human perception and can make us experience emotions that move us and compel us to do things that we otherwise would not even think of.



PICTOR PARFUM

OUR CLIENTELE

Pictor Parfum is a brand for a cultured or curious clientele. We entice our customers with a creative and innovative design, which stands out from a mass of perfume brands gilt lined with gold and sparkling crystals. We are artful, we are not understated, but unique. We are not ostentatious, but cleverly and carefully designed. We encourage our customers to express themselves. We inspire, embrace and engage.

We want customers to be drawn into the storytelling and the creative heart that beats at the centre of the brand.



PICTOR PARFUM

OUR VALUES

THOUGHT PROVOKING AND CONSIDERED

We are a clever and considered creative statement, inspired by the world of photography, images, cameras and film. With vibrancy and colour, our impact is as much visual as it is olfactory.



PICTOR PARFUM

OUR VALUES

ARTISAN , CREATIVE AND ECO

Crafted by British artisans, with everything made in the UK, our sustainability focus leads us to use sustainable jesmonite, recyclable packaging and biodegradable cello wrap.



PICTOR PARFUM

OUR VALUES

LIVE LIFE AND REMEMBER

In a world of uncertainty, in a life of endless possibilities and experiences, in a time of change and adaptability, we implore you to embrace the multi-faceted excitement of life. Reminisce over journeys travelled, the paths of people we cross, the memories made and the ones you are yet to make.





PICTOR PARFUM

TIME LAPSE

Moments captured;
Subtle secrets revealed.
Through time lapse:
The motion of the stars,
The dance of the sun
Hours blinked away, illuminated
A window into time.

The first frame opens with green leaves and violet, ever evolving. This poetic scent brings a flash, frame two, and intoxicating white flowers and cedar. The final coda of orris and musk leaves a story that plays over and over in your mind.

Notes

Top: Green leaves, Violet
Heart: White flower, Cedar
Base: Orris, Musk

LLOYD'S

TOWER 1





PICTOR PARFUM

APERTURE

An opening;
Narrowing and widening-
Things seen but also felt
Hiding, revealing;
What is...
In front of us
On the edge of us-
The outer limits of our vision.

The light opens and in flood sweet notes of mandarin, bergamot and blackcurrant. Passing through like an optical illusion, the transition to jasmine, gardenia and warm plum, refracting into the final scene of patchouli, vanilla and musk.

Notes

Top: Blackcurrant, Bergamot

Heart: Jasmine, Gardenia, Plum

Base: Patchouli, Vanilla, Musk





PICTOR PARFUM

SHADOW

Living between rays of light and surface are
Our shadows,
Our two-dimensional alter egos,
Our silhouettes.
Dark and light in union
Creating
Our whole selves.

Over your shoulder, like a figment of your imagination,
this scent opens with dried tobacco and olibanum. A
shape-shifting movement gestures to warm leather and
suede, clinging to your every move. Curling behind is a
rich base of amber, cedarwood, sandalwood, vetiver and
musk.

Notes

Top: Tobacco, Olibanum

Heart: Leather, Suede, Spices

Base: Amber, Vetiver, Cedarwood, Sandalwood, Musk





PICTOR PARFUM

SILHOUETTE

A shape defined
In black.
An outline,
A profile;
Yet the persona is hidden,
A secret,
An enigma.

This magnificently defined scent brings sweet notes of mandarin and lychee, balanced by a heart of powdery rose and ripe plum. With suede and spices in its heart, the outline of this scent is shaped by a spicy base of clove and pink pepper.

Notes
Top: Mandarin, Lychee
Middle: Rose, Plum, Suede, Spices
Base: Clove, Pink Pepper





PICTOR PARFUM

FLASH

A sudden burst,
Blinding light!
An explosion in the dark.
Illuminating the scene;
Revealing a secret...

Like a bolt of lightning, bright notes of tangy raspberry, pink peppercorn and spicy ginger open this fragrance. A burst of creamy rose and bold ylang-ylang are at the heart. Notes of powdery musk, warm vanilla and tonka bean close this scent.

Notes

Top: Pink Pepper, Ginger, Raspberry

Middle: Creamy Rose, Ylang-Ylang

Base: Powdery Musk, Vanilla, Tonka





PICTOR PARFUM

PERSPECTIVE

Different viewing points,
Switching angles and positions-
Near and far,
Scale and depth,
Transforming 2D to 3D.
Individuality,
Creativity;
Unique perspectives.

Captured. This scent is one of great depth, a multidimensional image. Warm and aromatic notes of incense enter the foreground of your senses. In the midst of the scent rise myrrh, juniper berry and birch. A base of vetiver, cashmere wood and benzoin linger to the end.

Notes

Top; Styrax Resin, Holy Incense, Origanum

Middle; Myrrh, Juniper Berry, Birch

Base; Vetiver, Cashmere wood, Benzoin





PICTOR PARFUM

DARK ROOM

Enter the Dark Room:
Photographs hanging,
Moments captured.
Negatives revealing,
Stories emerging.
A red light glowing;
Warm and sensual-
A scene of discovery.

The first flicker of recognition is deep and sensual rich leather with violet. In the red mist of the heart there are hints of raspberry and cedar. As the scent dries down, you're left with a perfect polished image of amber, vanilla and musk.

Notes

Top; Raspberry, Leather, Violet

Heart; Cedar

Base: Amber, Vanilla, Moss

KODAK 100TMX





PICTOR PARFUM

AIRBRUSH

Painting an elevated picture,
Adding to the beauty
That is already there.
Smoothing edges,
A fantasy-
Finished to perfection.

Finished to perfection, this scent begins with a smattering of unblemished cranberry, mandarin and lychee, surrounded by softened notes of rose, cyclamen and the glamour of waxy lipstick nuances. With the final touch of creamy vanilla, dry amber and soft musk this scent is flawless.

Notes

Top; Cranberry, Lychee, Mandarin

Middle; Rose, Lipstick, Cyclamen

Base; Musk, Vanilla, Amber



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