



A UAE-BASED MODERN ARABIAN FRAGRANCE HOUSE



Premium fragrances, refined design and considered retail experiences —
crafted to become part of the way people choose to be remembered.



CATEGORY
Fine Fragrance & Lifestyle

ORIGIN
United Arab Emirates

FORMAT
Company Introduction





Every person leaves a mark.

Some are seen.

The most memorable are experienced through scent.

THE BELIEF AT THE CENTER OF WASM

— ABOUT WASM

Who We Are

WASM is a modern Arabian fragrance house, founded in the UAE to redefine what accessible luxury can feel like.

We create premium fragrances, refined packaging and considered retail moments — designed not just to be worn, but to be remembered. Our name comes from the Arabic **وسم** (WASM), and everything we make is built around a single idea: the impressions people choose to leave behind.

—
BRAND VISION & RETAIL EXPERIENCE — Inspired by heritage,
designed for today.



— OUR NAME

The Meaning of **وسم**

*In Arabic, **وسم** (WASM) speaks of something that stays — a mark, an impression, a sign that lasts.*

01 A Mark

Something that leaves an impression — deliberate, distinct and quietly confident.

02 An Impression

A feeling that stays with a person long after the moment has passed.

03 A Lasting Sign

A memory that remains — the truest measure of anything luxury can offer.



— OUR VISION

Our Vision

To become one of the GCC's most admired modern fragrance houses — creating premium fragrance experiences that combine elegant design, exceptional quality and accessible luxury.



PREMIUM QUALITY

Crafted with fine ingredients and genuine attention to detail.



TIMELESS DESIGN

Elegant and modern, quietly inspired by Arabian aesthetics.



ACCESSIBLE LUXURY

Luxury that is inclusive, attainable and made to be enjoyed.

We believe that true luxury is not about price — it is about the experience, and the impression it leaves behind.



— OUR MISSION

Our Mission

To craft refined fragrances and scented products that let people express themselves through lasting impressions — delivering luxury without unnecessary markups.



CRAFT

Create with intention and expertise.



EMPOWER

Give people a scent that feels uniquely theirs.



DELIVER

Offer exceptional quality at an honest value.



INSPIRE

Leave a positive and lasting impression.

Better fragrances. A more meaningful everyday.

وسم

W A S M

A MARK. A MEMORY.



— BRAND PHILOSOPHY

Luxury, Measured in Impression

We measure luxury not by price, but by how completely an experience is felt — and how long it is remembered.

01

QUALITY OVER QUANTITY

Every formula and finish is judged on how it performs, not how loudly it is priced.

03

ACCESS WITHOUT COMPROMISE

Premium craftsmanship, priced to be worn daily — not saved for occasion.

02

DESIGN WITH INTENTION

Nothing is decorative for its own sake. Every detail earns its place.

04

MEMORY OVER MARKETING

We build for recall, not attention. A mark, not a moment.



— BRAND POSITIONING

Where WASM Stands

WASM is positioned as an accessible-luxury fragrance house. We are not a mass-market retailer, and not an inaccessible ultra-luxury niche house — we occupy the space between.



OUR SIGNATURE FRAGRANCE RANGE Premium quality, accessible price — every bottle priced to be worn, not saved for occasion.	RETAIL PRICE RANGE AED 180 – 350
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PREMIUM QUALITY

Finest ingredients and expert craftsmanship.
- 

THOUGHTFUL DESIGN

Minimal, elegant and memorable.
- 

EXCEPTIONAL VALUE

Luxury experience without excess.
- 

EVERYDAY ELEGANCE

Designed to be worn, loved and remembered.

— OUR CUSTOMERS

Who We Serve

Our customers value quality, thoughtful design and memorable experiences.



YOUNG PROFESSIONALS

Ambitious, driven and style-conscious.



LUXURY LOVERS

Value quality, craftsmanship and detail.



GIFT BUYERS

Looking for meaningful, elegant gifts.



UAE RESIDENTS

Appreciate modern Arabian identity.



INTERNATIONAL VISITORS

Seek authentic Arabian experiences.

AGE RANGE

22–45

A MARK. A MEMORY.

THEY CHOOSE WASM BECAUSE

- ✓ They value premium quality at fair prices
- ✓ They seek fragrances that reflect their personality
- ✓ They appreciate minimalist, elegant design
- ✓ They enjoy discovery, storytelling and experiences



— BRAND PERSONALITY

Brand Personality

Our personality shapes every detail — from the way a fragrance is composed to the way a space feels.



ELEGANT

Refined in every detail, never loud.



WARM

Welcoming and emotionally meaningful.



MODERN

Contemporary and forward-thinking.



CONFIDENT

Assured in quality, craft and message.



TIMELESS

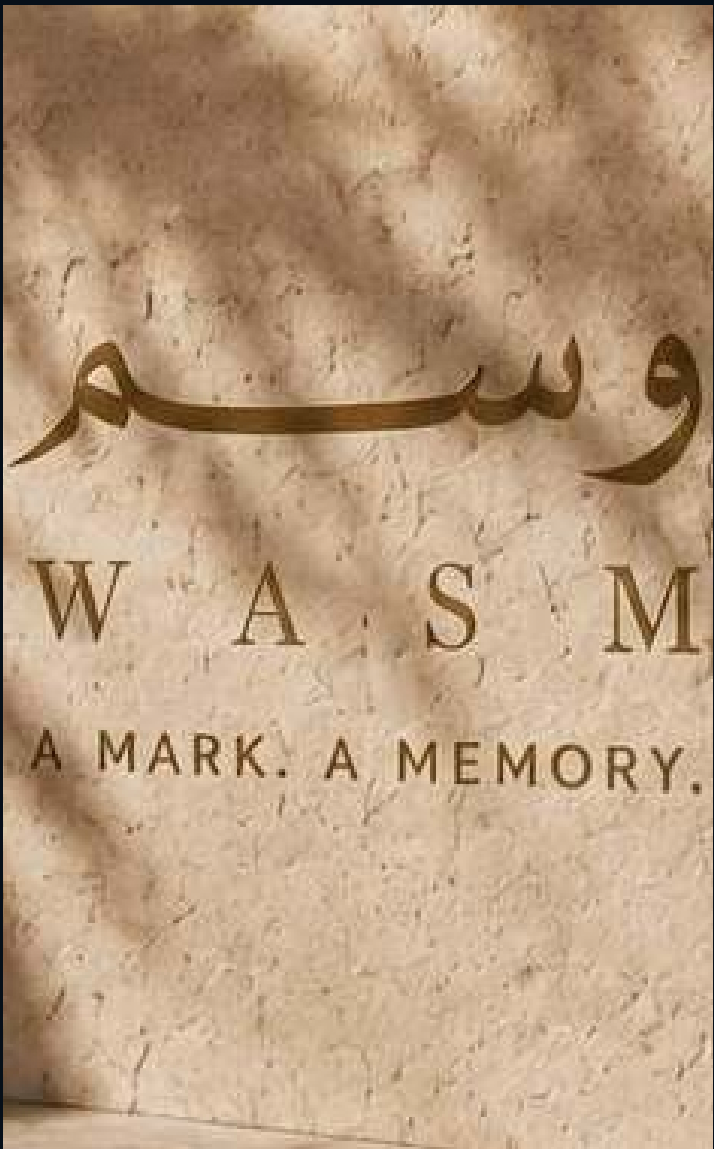
Style that remains relevant beyond trends.



APPROACHABLE

Luxury that is accessible and easy to connect with.

“Our personality is the reason people remember us. It is how we make our mark.”



PRODUCT ARCHITECTURE

Our Products

WASM offers a complete fragrance lifestyle through four carefully curated collections.



Signature Collection

EAU DE PARFUM

Our core collection of premium fragrances, crafted to leave a lasting impression.



Body Collection

HAIR MIST · BODY MIST

Light, refreshing scents that extend and complement your signature.



Heritage Collection

MUKHAMMARIYAH · DUKHOON

Traditional Arabian creations that celebrate our culture and heritage.



Experience Collection

DISCOVERY SET

A curated set that invites exploration and makes the perfect gift.



FUTURE EXPANSION — NOT YET LAUNCHED

Agarwood Collection Home Fragrance Candles Diffusers Gift Sets Limited Editions



THE FIRST COLLECTION

One Identity. Six Expressions.

Our first launch introduces six signature fragrances, each representing a unique personality and mood — six moods, six stories, one lasting impression.



Noor

Bright and uplifting

Sahil

Fresh and breezy

Haya

Elegant and graceful

Azm

Bold and confident

Raha

Warm and addictive

Wisam

Clean and timeless

DISCOVERY EXPERIENCE

The Discovery Set

The Discovery Set plays a central role in the WASM journey — inviting customers to explore, compare and find the fragrance that feels most like them.

-  **EXPLORE**
Sample all six signature fragrances in one considered format.
-  **COMPARE**
Discover the scent that best reflects who they are.
-  **GIFT**
A refined, ready-to-give introduction to the world of WASM.



وسم
WASM
A MARK. A MEMORY.

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A MARK. A MEMORY.

A JOURNEY
INTO SCENT

Each fragrance
captures a moment,
a place and
a memory.

THE WASM RETAIL EXPERIENCE

A Destination to Remember



INVITING ENTRANCE

A warm welcome to the world of WASM.

A MARK. A MEMORY.



SIGNATURE DISCOVERY

Interactive stories that awaken the senses.

وسم
WASM
A MARK. A MEMORY.

SENSORY EXPERIENCE

Light, texture, heritage and modern, combined.



PREMIUM PRESENTATION

Curated and elegant packaging for every journey.



PERSONAL CONNECTION

Knowledgeable guides for a lasting mark.

Every WASM touchpoint is designed to create a meaningful connection — inspiring, educating and immersing visitors in the world of WASM.

CUSTOMER JOURNEY

A Journey That Begins In Store

A journey that begins in store. A memory that lasts forever.

01

WELCOME

A warm entrance that draws visitors into the world of WASM.

02

DISCOVER

Curated fragrance stories that awaken the senses.

03

CONNECT

Knowledgeable guidance and genuine, personal service.

04

CHOOSE

Compare, sample and find the scent that feels like them.

05

REMEMBER

Leave with a considered piece of WASM, always.



— RETAIL CONCEPT

The Boutique Concept

A modern expression of heritage — timeless architecture, premium materials, warm lighting and an inviting flow, built around a single hero counter.



AUTHENTIC

Inspired by heritage, reimagined.



MINIMAL

Clean, elegant and intentional.



IMMERSIVE

Every detail elevates the journey.

MATERIALS & DESIGN LANGUAGE

Materials & Design Language

Every material is chosen with intention — tactile, warm and unmistakably WASM.



Travertine Stone Warmth & texture Embossed Leather Considered detail Agarwood Heritage & craft



TRAVERTINE



WALNUT WOOD



NAVY MATTE



BRUSHED BRASS



WARM LINEN

— BRAND TOUCHPOINTS

Considered Down to the Detail

From bottle to bag, every touchpoint carries the same quiet mark of craftsmanship.



FRAGRANCE & BOX



SHOPPING BAG



GIFT WRAPPING



WAX SEAL DETAIL



BOUTIQUE BAG



SIGNATURE BAG



TRAVEL POUCH



IN-STORE DISPLAY

GROWTH PLATFORM

Built to Grow

WASM is designed as a scalable platform — a strong retail foundation with room to extend across categories, gifting occasions and regional markets in the GCC.

 Agarwood Collection	FUTURE	 Home Fragrance	FUTURE
 Candles	FUTURE	 Diffusers	FUTURE
 Gift Sets	FUTURE	 Limited Editions	FUTURE



RETAIL GROWTH

New boutiques and partner counters across the UAE.



GIFTING

Corporate and personal gifting, made effortless.



REGIONAL REACH

Expansion across the GCC, one market at a time.





A MARK. A MEMORY.

Together, We Create What Lasts.

We look forward to the opportunity to bring WASM to life with you — a fragrance house built on craftsmanship, accessible luxury, and moments people choose to remember.



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