

Kaif

Brief

We have recently added our latest world-class fragrance to our Heritage Collection. The Kaif as we call it is an Arabic word that defines the mood and current identity of its wearer. Kaif is made for the Majestic, who are highly creative yet spontaneous with an ecstatic euphoria that stands out in perfection.

Inspiration

Over the last two years the enchanting fragrance of the iris ingredient has pleased the olfactory of both wearers and makers in the Perfumery world. The big buzz that has been created by this scent translated into many brands developing different perfumes around the iris ingredient. The iris has inspired the creator to develop a special addition to the heritage collection that sells a rich blend of scents and fragrance from the spontaneous iris that rendezvous with the native Emirati Bedouin concept to deliver the sweet and redolent fragrance of Kaif

Story

As the crowd swirled the ecstatic hallway, audible sounds of laughter and greetings erupting from a visibly elated gathering of familiar faces and strangers filled the air. In a day where maestros, creative minds and dreamers had gathered to bask in the glory of their discovery, the crowd awaited the entry of the domineering piece that had much been awaited.

In one moment of transcendental glory, an intense bliss of nature's sweetest euphoria basked the hall, commanding an invisible orchestra of elegant

movement that made the voices of the crowd to echo in unison and the eyes of the crowd to dance in an unseen motion.

To every observing sight was a single person, one who had captured every thought; a single soul whose mind told a different story and one whose heart drummed a different melody.