



# Time Travel Through Scent

Inspired by Arabic Heritage

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Time Travel through Scent is a concept that has fascinated humans for generations. In Arab culture, where fragrances hold a significant place, scents have the ability to take people on a journey through time, weaving through history and tradition.

Bell Perfumers Elisa Tzedakis and Adeline Charmoille set out to reinterpret the four pillars of this culture: oud, rose, gourmand, and musk.

Each was chosen for a reason: oud as a symbol of prestige, rose as a cultural icon, gourmand as playful indulgence, musk as purity turned sensual. These are not only traditions. They are growth drivers, shaping what consumers in the region demand today.

Their creations strip away clichés and rebuild these codes with new contrasts: from controlled elegance to fearless intensity. With Bell's unique model of connecting you directly with its perfumers, these concepts extend seamlessly into air care, luxury body care and so much more.



# 7500748 — Royale Oud

A cool, aromatic opening of cardamom, eucalyptus, and pepper softened by fig. The heart turns dry and textural. Powdery iris, restrained jasmine, bitter matcha, and a suede-like saffron facet. In the base, patchouli and guaiac wood create a smoky structure. Vanilla smooths the edges.

**T** Cardamom, fig, eucalyptus, black pepper

**H** Iris, Jasmin, Matcha, Safran

**B** Patchouli, agarwood, vanilla

## Line Extension Potential

Luxury room mist



# 7800512

## — Imperial Oudh

A luminous opening of ripe mango with a soft, pulpy sweetness. The heart balances floral radiance and smoke. Orange blossom and jasmine veiled by a fine thread of incense. In the base, vanilla pod and amber create a warm, resinous glow.

**T** Mango

**H** Orange blossom, jasmine, incense

**B** Vanilla pod, oud wood, amber

### Line Extension Potential

Luxury room mist



# 7000882

## — Imperial Amber

Bright mandarin and bergamot over a pear softness, lifted by the earthy nuance of carrot seed. The heart turns opulent yet controlled: honeyed florals with rose and jasmine.

**T** Mandarin, pear, carrot seed, bergamot

**H** Golden honey, rose, jasmine

**B** Patchouli, agarwood, vanilla

### Line Extension Potential

Hair mist with floral-lift: for scent that moves with you



# 7800550

## — Imperial Sultan

Blackcurrant and passion fruit cut with green violet leaf. The heart turns mineral and brisk: ginger and mugwort introduce a cool bitterness, sharpened by an aqueous “spring water” accord. In the base, oud is rendered airy.

- T** Blackcurrant, passion fruit, violet leaf, citrus
- H** Ginger, mugwort, spring water, white florals
- B** Rafted oud, musk, animalic notes

### Line Extension Potential

Oud-laced fabric mist: for silks, scarves, and sunlit wardrobes



# 7800626

## — Velvet Oudh

A crisp overture of rhubarb, galbanum, and eucalyptus moves like shadowlight through a room. Underneath, leather and agarwood breathe slow heat. Velvet Oudh is presence without noise.

**T** bergamot, ginger, galbanum, rhubarb

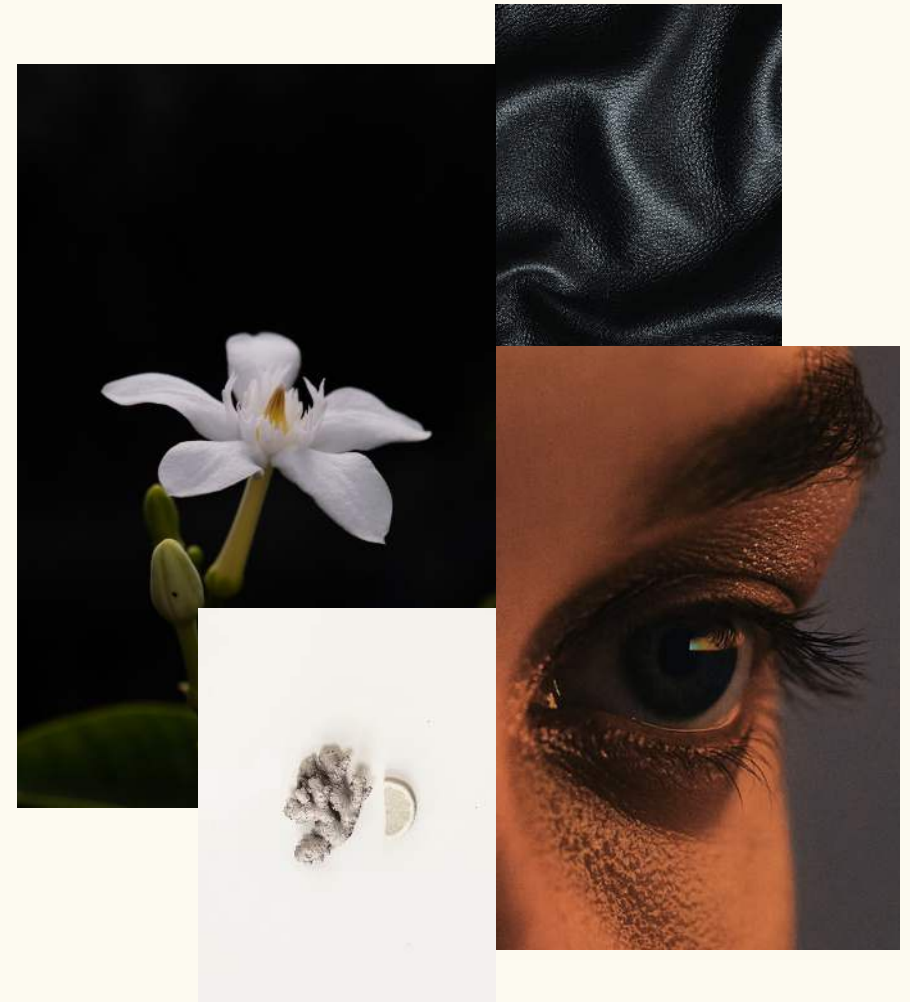
**H** jasmine, eucalyptus, clove, olibanum

**B** cedarwood, agarwood, leather, moss

### Line Extension Potential

Matt black calming candles: quiet luxury for nighttime routines

Deep-scented shaving soap: ritual meets botanical chill



# Aircare Collection

Quiet luxury for special routines



# 8302304 — Mystic Coffee & Rose

Cardamom opens with a dry, aromatic lift before melting into a creamy cappuccino accord, softened by the subtle floralcy of rose petals. The base is gently meditative, enveloping trail suited to a candle format.

- T** cardamom
- H** Cappuccino, rose petals
- B** Incense, ambrette

## Line Extension Potential

Body Butter for luxury treatments



# 8302399

## — Oud Passion RD

Oud Passion unveils a sensual fragrance journey, moving from fruity brightness to spicy-leathery depth and finally to warm, sweet intimacy.

**T** passion fruit, rose, grapefruit

**H** leather, patchouli, saffron

**B** oud wood, amber, caramel

### Line Extension Potential

Coffee-leather signature candle

Amber-musk linen spray for hidden warmth.



# 8302380 — Sexy Blossom

A whisper of spring that kisses the senses. Soft blossoms and warm woods entwined in pure emotion.

- T** peach blossom & passion fruit, pink peppercorns
- H** rose petals, iris, cyclamen, orchid
- B** amber, cashmere wood, musk, cistus

## Line Extension Potential

Signature Shower Foam & Lotion



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