

A distinct fragrance. *A clear commission.*

For independent hotels, home collections and brands with a point of view.

The initial creative programme

Development from GBP 8,500. Allow 8-12 weeks for the initial creative programme. Application validation, additional formats and production have their own scope and timeline.

Define the brief

Agree audience, application, character, references and practical constraints. Identify a decision-maker and the manufacturer or technical partner, if appointed.

Explore three directions

Receive three distinct creative directions with named sample references and a clear evaluation brief. Review physical samples as directed.

Refine with purpose

Two focused refinement rounds preserve what works and address the agreed priorities. Give one shared response, linked to the sample code.

Evaluate the intended use

Agree the application trial and technical handoff. Creative approval alone is not approval of a finished candle, body-care product or scenting installation.

Before the first sample.

What to bring

Describe your brand and customer, the product or setting, and the impression you want to create. Include a launch window, expected quantity or scenting area, intended markets and any existing production arrangements.

What is separately scoped

Concentrate supply, finished-product manufacture, packaging, installation and additional applications. Minimum quantities depend on the chosen format and supply partner.

Rights and responsibility

Agree exclusivity, formula rights, supply arrangements and permitted uses before development. The proposal names the parties responsible for product-base evaluation, testing, documentation and manufacture.

What the handoff contains

The approved sample reference, evaluation notes, intended-use brief, agreed supply route and documents specified for the production partners. A shared scent direction can require distinct versions for different applications.

Useful feedback

Name the sample. Say what to keep, what to change and which decision matters most. For example: keep the green opening, reduce sweetness and bring the dry cedar forward.

Begin with what you know

Create a fragrance in the composition studio or use the inquiry page to describe your application. Your chosen notes, vessel and signature can travel with the brief.