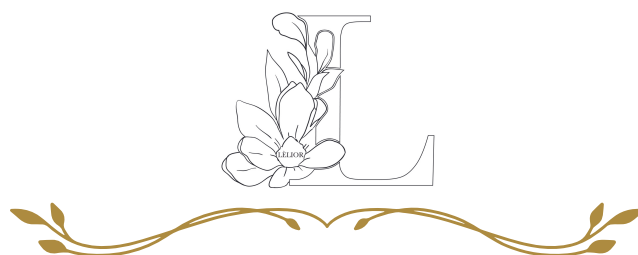


OUR STORY

At Lélior, we infuse environments with emotions, memories, and stories through the power of scent. But Lélior itself is a story – and our origin goes all the way to a small coastal town on the Alboran Sea.

In a family of farmers, there was a young girl named Lélior. Her parents grew flowers on their land and sold them to perfumers and flower shops in the nearby towns. The scents of the flowers enchanted Lélior: she spent long hours in the fields, studying the blooms and putting them together into different arrangements, experimenting with the aromas the flowers produced together.

When Lélior was a young woman, her family was forced to immigrate and leave their land behind. The flower farm turned into a memory that got passed down from generation to generation, a story about a young girl with a rare sensitivity for scent.



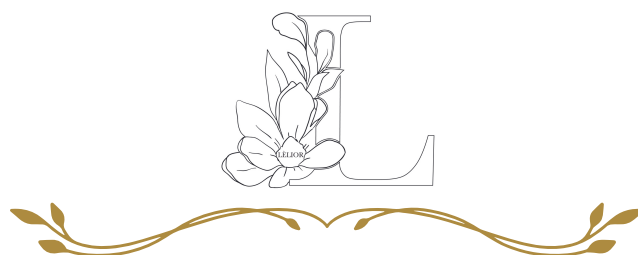
OUR STORY

Today, the flower farm doesn't exist anymore. But Ido – Lélior's great-great-grandson – took the memory of his ancestor and turned it into over 40 fragrances, each of them a tribute to his family history of craftsmanship, imagination, and loss.

He started Lélior with his wife Natalie, who contributed her keen eye for aesthetics, art, and design to craft products that elevate spaces & senses.

The connection between fragrance and memory is not random. Scents have the strongest link to memory and emotion than any of the other human senses. There's a scientifically proven link between our sense of smell and parts of the brain that are responsible for creating & storing memories and feelings.

Lélior started as a way to give shape to one family story, but our vision is for our scents to help other people – including you – to enhance their environment with emotions, create stories, and immerse themselves into their favorite memories.



OUR STORY

Meet the Founders

Natalie Lazarovich | Founder & Creative Director

Over the course of her extensive travels, Natalie has cultivated a strong sensitivity & passion for art, design, and aesthetics. She brings diverse perspectives to Lélior to create scents and products that elevate environments visually as well as sensually.

Ido Lazarovich | Co-Founder & CEO

From a very young age, Ido has been fascinated by his family history and the power of scent. He started Lélior as a place where art & science fuse into carefully crafted scents that are proven to evoke emotions, long-lasting memories, & the joy of getting lost in a story.

