# WHO IS ELIJAH

WE MAKE MEMORIES NOT PERFUME

WHO IS ELIJAH IS AN INDEPENDENTLY OWNED FRAGRANCE HOUSE ESTABLISHED IN SYDNEY, AUSTRALIA IN TWO THOUSAND AND EIGHTEEN. BUILT ON CRUELTY FREE, UNISEX FOUNDATIONS, OUR EPHEMERAL AND MONOCHROMATIC ELEMENTS SYMBOLISE OUR CLEAN-CUT, MODERNIST AESTHETIC. WE EMBODY QUINTESSENTIAL MINIMALISM.

WHO IS ELIJAH EAU DE PARFUMS BLUR THE LINES OF MASCULINITY AND FEMININITY.

WE DO NOT FILL A GAP, TO FILL A GAP WOULD MEAN WE ARE HERE TO FIT IN. WE ARE HERE TO DISRUPT, DEFY CONVENTIONS AND RE-DEFY THE NORM.

OUR FRAGRANCES DEMAND TO BE WORN BY EVERYBODY, EVERYWHERE.

## WHO IS ELIJAH



#### MEET THE MAKER

**RAOUEL BOURIS** - FOUNDER & CREATIVE DIRECTOR.

WHO IS ELIJAH WAS FOUNDED IN TWO THOUSAND AND EIGHTEEN BY AUSTRALIAN ENTREPRENEUR, WIFE AND MOTHER, RAOUEL BOURIS.

THE IDEA TO CREATE A MODERN FRAGRANCE HOUSE WAS A LIGHT BULB MOMENT BORN ON A CALIFORNIAN ROAD TRIP. MOTIVATED BY HER OWN DESIRE TO FIND AN INCLUSIVE FRAGRANCE THAT WAS BOTH ETHICALLY MADE AND WOULD RIVAL BIG DESIGNER NAMES, RAQUEL SET ON A DISRUPTIVE MISSION OF CREATING A FRAGRANCE COLLECTION THAT BROKE ALL THE RULES.

#### MISSION

A MOMENT IS SO EASILY FORGOTTEN IN A FAST-PACED WORLD. BUT A FRAGRANCE, A SMELL, CAN TAKE YOU RIGHT BACK, ALLOWING YOU TO REVISIT THOSE PRECIOUS MOMENTS IN LIFE.

WHO IS ELIJAH FRAGRANCES ARE INSPIRED BY, AND AIM TO CAPTURE LIFE'S BEST MEMORIES AND MOMENTS IN A BOTTLE. EACH FRAGRANCE CREATION HAS BEEN INSPIRED BY MOMENTS IN RAQUEL'S LIFE, BUT WE WANT THE WEARER TO CREATE THEIR OWN STORY. WE AIM FOR EVERY SPRITZ OF WHO IS ELIJAH TO FEEL LIKE YOU ARE LOOKING THROUGH A PHOTO ALBUM AND BE BROUGHT RIGHT BACK TO THOSE MOMENTS.

WHILST PROVIDING A LUXURY FRAGRANCE, WE AIM TO DEFY LUXURY CONVENTIONS. WE ARE EXCLUSIVE, BUT ALWAYS INCLUSIVE. WITH OUR MISSION TO REMAIN A FOREVER ACCESSIBLE LUXURY FRAGRANCE BRAND.

### **OUR STORY**





#### INGREDIENTS - SAFE & SUSTAINABLE

ALL WHO IS ELIJAH FRAGRANCES USE INGREDIENTS THAT ARE ORGANICALLY DERIVED OR WILDLY CRAFTED WHEREVER POSSIBLE. WE ARE HERE TO CHANGE PEOPLE'S PERSPECTIVE OF WHAT IT MEANS TO USE SYNTHETIC INGREDIENTS IN FRAGRANCE. SHARING THE SUSTAINABLE BENEFITS OF UTILISING SYNTHETICS IN FRAGRANCE SAFELY WITH OUR COMMUNITY.

WE AIM TO PUSH BOUNDARIES THROUGH THE USE OF SAFE SYNTHETICS IN WHO IS ELIJAH FRAGRANCES. CREATING MOLECULAR COMBINATIONS WHICH ARE UNIQUE AND ARE FIRSTLY ORGANICALLY DERIVED FROM NATURE AND PAIRING IT WITH A SCIENTIFIC APPROACH. WITH A FOCUS ON CREATING A SCENT THAT IS SAFE FOR THE BODY BUT ALSO SAFE FOR OUR WORLD.

EACH WHO IS ELIJAH FRAGRANCE CONTAINS 20-25% PERFUME CONCENTRATE WHICH IS CRUELTY-FREE AND ARE WITHOUT TOXIC CHEMICALS OR HARMFUL ELEMENTS.

## OUR FRAGRANCE

#### I=CHANGE

GIVING A PURCHASE WITH PURPOSE. WHO IS ELIJAH HAVE PROUDLY PARTNERED WITH I=CHANGE, DONATING ONE DOLLAR FROM EVERY SALE TOWARDS ONE OF THREE LIFE-SAVING PROJECTS THAT WHO IS ELIJAH ENDORSES.

**'SEABIN PROJECT'** - CLEAN OUR SEA AND HARBOURS
IMPACT: S50 = PREVENTS 1 TONNE OF SEDIMENT FROM REACHING THE GREAT BARRIER REEF

**'FEED AN AFGHAN CHILD'** - PROVIDING FOOD FOR A MALNOURISHED CHILD IMPACT: S 7 = FEEDS A MALNOURISHED CHILD FOR A WEEK.

'PREVENT TRAFFICKING WITH EDUCATION' - GIVE GIRLS A FUTURE
IMPACT: S16 = PAYS A TEACHER FOR ANOTHER DAY

#### AUSTRALIAN MADE + SMALL BATCH PRODUCTION

OUR FRAGRANCES ARE MADE LOCALLY IN SYDNEY, AUSTRALIA. WE STRIVE TO REDUCE OUR CARBON FOOTPRINT AS MUCH AS POSSIBLE, SOURCING LOCALLY AS MUCH AS POSSIBLE.
ALL OF OUR FRAGRANCES ARE HAND-FILLED & PACKAGED IN OUR SOUTH SYDNEY WAREHOUSE.
THEY ARE CREATED THOUGHTFULLY AND IN SMALL BATCHES, AVOIDING MASS-PRODUCTION AND WASTE.

### OUR VALUES







#### WAREHOUSE LOCATIONS

WHO IS ELIJAH HO + MAIN WAREHOUSE SYDNEY, AUSTRALIA.

3PL WAREHOUSE LOS ANGELES, UNITED STATES.

3PL WAREHOUSE MANCHESTER, UNITED KINGDOM.

3PL WAREHOUSE CHRISTCHURCH, NEW ZEALAND.

#### WHERE YOU WILL FIND WHO IS ELIJAH

who is elijah works closely with a curated selection of partners in Australia, New Zealand, USA & UK For the complete stockists portfolio please visit whoiselijah.com.au

#### WHO IS ELIJAH'S LEADING AUSTRALIASIAN PARTNERS



### THEICONIC SEPHORA DAVIDJONES ADOREBEAUTY ( Heinemann







HYPERLUXE

THE FACIALIST

sass & bide

DISSH

WHO IS ELIJAH'S LEADING USA PARTNERS

free people

ANTHROPOLOGIE

**URBAN OUTFITTERS** 

wyld plve

WHO IS ELIJAH'S LEADING UK PARTNERS

BEAUTY

### DISTRIBUTION

"sexy, enigmatic scents"

VOGUE

"fragrances next 'BIG' brand"

hypebae

"exudes sex appeal"

POPSUGAR.

AS SEEN IN

hypebae Daily Mail The New York Daily Paper MENYORKER VOSMOPOLITAN GRAZIA









### IN THE PRESS

FEB 2022

### Daily **Mail**

#### His/Her fragrance empire started after Coachella festival

A mum of-two has revealed how she built a perfume empire from her garage after being inspired by an exotic scent she came across on the dancefloor at Coachella. Raquel Bouris, 27, from Cronulla in Sydney's south-east told FEMAIL she was introduced to a woman at the 2017 festival who 'smelled amazing'. Working with her perfumer, and they came up with His/Her a scent she 'absolutely fell in love with' - despite being completely different to the smell that had inspired her. This perfume which combines traditional masculine and feminine notes became the flagship scent for her very own company, 'Who is Elijah?'.



#### POPSUGAR.

#### The 26 Rest Perfumes of All Time

For many people, a spritz of perfume is the best finishing touch to any outfit. Fragrance can be a powerful tool that can not only impact your mood each day but also aid in the exploration of identity and even be a source of comfort during a tough time. Trust us when we say: this perfume exudes sex appeal. Notes of dark leather and spicy cardamom will instantly transport you to an intimate corner of a dark bar. It's a 2023 POPSUGAR Beauty Award winner.



### MARCH 2023

### hypebae

### Meet Fragrances Next "Big" Brand: Who Is Elijah

"Her" is a gender-fluid amber-floral moment that features iconic notes such as Bergamont, Vetiver, Grapefruit and Rosemary. If you can't smell this through your screen, I'm not sure what to tell you. Upon first spritz, I was immediately taken aback and continued through my tiny Soho, New York apartment, spraying in every nook until my head swelled up with the fragrance. Having worn this particular scent alone without layering, I can assure you that it has afforded me a few drinks at a bar from those Wall Street Finance Bros.



## Find your signature fragrance with Vogue's edit of 2022's best perfume brands for women

This independently-owned Australian fragrance house makes cruelty-free, genderless concoctions that punch well above their price point. Our pick of the brand's effervescent offering is His | Her, which flaunts head notes of bergamot, violet leaf and cardamom, while a gentle saltwater undertone will make you nostalgic for bygone summer romances.







## IN THE EYES OF THE PUBLIC

#### LISTEN TO RAQUEL BOURIS - FOUNDER & CREATIVE DIRECTOR ON























#### WHO IS ELIJAH MENTIONED IN









### IN YOUR EARS

SOCIAL MEDIA

@whoiselijahparfum

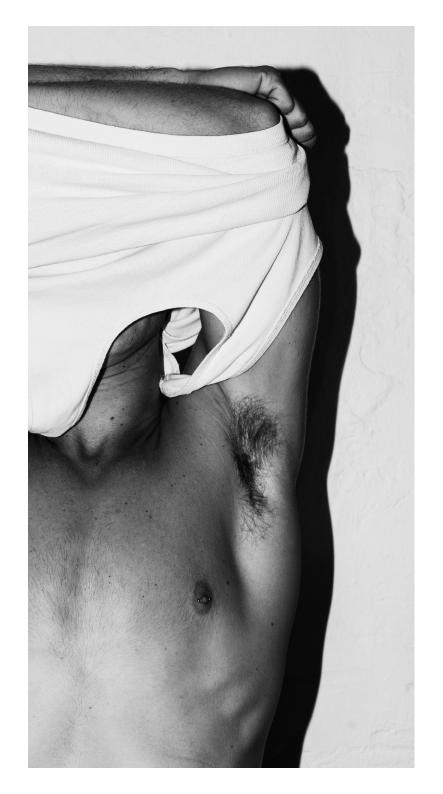
#### **UNITED STATES**

JEN ATKIN @ jenatkinhair DIXIE DAMELIO @dixiedamelio KELSEA BALLERINI @kelseaballerini TASHA FRANKEN @tashafranken ROXETTE ARISA @roxettearissa YESHI POLITO @yeshipolito JEN SEBALLOS @endlesslyloveclub ALEXANDER J @thealexanderi CAMERON FIELD @cameronfield ABBIE HERBERT @abbieherbert LIBBY BOXALL @libbyboxall CASEY BOONSTRA @caseboon LILY EASTON @lilyeaston APHIA @phiphibb CASS CARDELLE @hi.cass BRENDAN JORDAN @brendanwjordan SASHA BENZ @sasha.benz GLEN COCO @glencocoforhair DANIELLE PRIANO @daniellepriano MICHAEL SILVA @michaelsilvahair JUSTINE NDIBA @justinejoy312 OSCAR WINTER @oscarwinterr PEYTON JORDAN @peytonjord UCHE @unwosu STEW CALDO @stewcaldo ARIEES SPANGLER @arieesspangler KATHRINE NARDUCCI @kathrinenarducci NANA AGYEMANG @itsreallynana DASHLEY LOPEZ @\_dashlopez KATIE MULCAHY @loladoeswhat

#### AUSTRALIA

ALLI SIMPSON @allisimpson MEGAN GALE @megankgale SAMMY ROBINSON @sammyrobinson AVA FRANCIS @ava.francis SIANAN SCRIVNER @signanscrivner SILK CARTWRIGHT @silkcartwright EMILEE HEMBROW @emileehembrow SARAH @sarahsday NATALIE ROSER @natalie\_roser SUZAN MUTSEI @suzan mutessi MICHAEL CLARKE @michaelclarkeofficial LILLIAN AHENKAN @FLEX.MAMI ASHEY BINES @asheybines **ELLE FERGUSON @elleferguson** CHAD CROSS @chadx EMILY DAVIES @emdavies MATILDA ROBERTSON @matilda murray **HOLLY KINGSTON @hollykingston** JOSH CARROLL @iamjoshcarroll JORDAN SIMEK @jordansimek PIP EDWARDS @pipedwards MADISON WOOLLEY @madisonwoolley MICHAEL FINCH @michaelfinch NATYSE CHAN @natysechan SAMANTHA WILLS @samanthawills FIYSE KNOWLES @elise knowles

## ENGAGED WITH ELIJAH







### THE COLLECTIVES

HIS|HER 10ML, HAZE 10ML, HER 10ML, MUSE 10ML, EAU 10ML

THE COLLECTIVE VOL 1.

**W/S** \$60.00

**RRP** \$120.00

#### THE COLLECTIVE VOL 2.

NOMAD 10ML, NIGHTCAP 10ML, MORNING AFTER 10ML,
REBEL ROSE 10ML, WALL STREET 10ML

**W/S** \$60.00

**RRP** \$120.00







### COLLECTIVE TRIO'S

STAPLE COLLECTION MORNING AFTER 10ML, NOMAD 10ML + NIGHTCAP 10ML

SUMMER NOSTALGIA HER 10ML, MUSE 10ML + EAU 10ML

NEW YORK RENDEZYOUS NOMAD 10ML, REBEL ROSE 10ML + WALL STREET 10ML

W/S

\$35.00

RRP

\$70.00



### **DISCOVERY SET**

**W/S** \$32.50

**RRP** \$65.00

ALL 10 FRAGRANCES IN 2ML VIALS

## COLLECTIONS + SETS



HIS HER

BERGAMOT
VIOLET LEAF
CARDAMOM
FLORAL
FIR NEEDLE
SANDALWOOD
CASHMERE MUSK
AMBER
OUDH



10ML 50ML 100ML W/S \$22.50 \$57.50 \$79.50 RRP \$45.00 \$115.00 \$159.00

#### SPICY, WOODY, FRESH

meet HISIHER. perfectly paired with a crisp white shirt & denim. an easy to wear fragrance that you can always come back to. all bases are covered with this signature staple scent in your fragrance wardrobe. HISIHER remains our most loved unisex fragrance.

Inspired by the unbelievable clarity of driving with the top down on Californian road trips, the thrill of meeting someone new, and lifelong memories in the making.

#### PRODUCT INGREDIENTS

Alcohol, Parfum, Hydroxycitronellal, D-Limonene, Linalool, Citral, Geraniol

#### FEATURED IN







BROADSHEET



WHO WHAT WEAR



HER

CITRUS BERGAMOT GRAPEFRUIT VETIVER **FLORAL** ORANGE BLOSSOM PETITGRAIN WHO IS ELIJAH WHO IS ELIJAH ROSEMARY 10 M L 50ML 100ML DRY AMBER \$22.50 \$57.50 \$79.50 W/S **CEDARWOOD** 

#### FLORAL. DELICATE. CITRUS

MUSK

meet HER|HER. wear me with your favourite linen dress whilst you soak under the afternoon sun at an Italian vineyard while you sip on a glass of crisp rosé or take me to your favourite beach side bar & sip Aperol spritz into the night with your closest friends.

RRP

Inspired by the life affirming journey of becoming a mother, the strength in embracing the divine femininity we each possess, and the blissful feeling that these carefree days could go on forever.

#### PRODUCT INGREDIENTS

Alcohol, Parfum, Limonene, Linalool, Citral, Geraniol, Farnesol

#### FEATURED IN







\$45.00 \$115.00 \$159.00

hypebae

yahoo!life





PINK PEPPER ORANGE BLOSSOM CLOVE

CHESTNUT

GAÏACWOOD

JUNIPER

VANILLA

PERU BALSAM

CASHMERAN

**CEDARWOOD** 

MAZE
STREET STREET

10ML 50ML 100ML

\$22.50 \$57.50 \$79.50

**RRP** \$45.00 \$115.00 \$159.00

#### SMOKY, WOODY, SWEET

meet HAZE, the perfect date night fragrance. Wear it to your favourite dimly lit, intimate restaurant on a cold winters night  $\epsilon$  let the allure of your scent invite the long-awaited kiss on your neck you have been waiting for.

W/S

Inspired by the hedonism of the 1970s, impossibly elegant disco heroines, smoky back rooms and the mischief you find there.

#### PRODUCT INGREDIENTS

Alcohol , Parfum , Benzyl Benzoate , Benzyl Alcohol, Linalool , Eugenol , Limonene

#### FEATURED IN

GRAZIA



**BOSS HUNTING** 



SOLAR WARM FLORAL **JASMINE ABSOLUTE AMBERGRIS AMBROXAN** MUSK DRY-WOODY AMBER AGARWOOD



**220M** 

50ML 10ML WIS \$22.50 \$57.50 \$79.50

100ML

RRP \$45.00 \$115.00 \$159.00

#### EARTHY, MUSKY, FLORAL

meet MUSE. from the boardroom to the bedroom, wear me to the office followed by after work drinks... like your favourite leather jacket, instantly embodying your most confident self. a subtle scent, that leaves a less than subtle mark. muse doesn't wear you, YOU wear muse..

Inspired by the quiet confidence that comes with embracing your true self, by the empowering feeling of owning your sex appeal and embracing your sophisticated side.

#### PRODUCT INGREDIENTS

Alcohol, Parfum, Benzyl Salicylate, Benzyl Benzoate, Benzyl Alcohol, Eugenol, Linalool

#### FEATURED IN







**COSMOPOLITAN** 



NOMAD

EGYPTIAN JASMINE SAFFRON ALMOND **AMBERWOOD BULGARIAN ROSE AMBERGRIS** FIR RESIN CEDAR 10 M L **220M** 

NOMAO NOS. NOS. COM.	NOMAD	NOMAD WOODY, ANDER, FLORAL
	WOODY GREEK PLINES	
	Sited Earling of Sharker	100ml Eau de Parfun
Del (2002) 101 (1702) W		
WHO IS ELIJAH	WHO IS ELIJAH	WHO IS ELIJAH

W/S \$27.50 \$67.50 \$89.50

50ML 100ML

\$55.00 \$135.00 \$179.00 RRP

#### WOODY, AMBER, FLORAL

DRY AMBER

MUSK

meet NOMAD. It is the little black dress or navy suit of your fragrance wardrobe. you can wear it anywhere & everywhere, to the office, on a romantic date night or simply to the grocery store. it's versatile yet complex, but most importantly never fails to deliver. NOMAD is the fragrance that turns heads, the fragrance people will be begging to know "what fragrance are you wearing?"

Inspired by the thrilling anonymity of never staying in one place for too long, or the endless possibilities of a one-way ticket to somewhere exotic.

#### PRODUCT INGREDIENTS

Alcohol, Parfum, Benzyl Benzoate, Linalool, Citral, Limonene

FEATURED IN



POPSUGAR.





PEAR
CARDAMON
VIOLET LEAF
ORRIS ROOT
CYPRESS
WEST INDIAN SANDALWOOD
BLONDE CEDAR
MYSORE SANDALWOOD W/S
MADAGASCAR VETIVER RRP



10ML50ML100ML\$27.50\$67.50\$89.50\$55.00\$135.00\$179.00

#### **WOODY. EARTHY. LEATHER**

meet NIGHTCAP. A perfume for the nighthawks.

The one's who live life to the fullest with no regrets. This woody leather scent will transport you to athrilling moment in time. Your lover will want to rip your clothes off, just to be closer to your skin.

Inspired by your favourite nights and rebellious memories that will last you a lifetime. You come alive at the hour of midnight. You have lived through the 90's grunge period and have transported to today.

#### PRODUCT INGREDIENTS

Alcohol, Parfum, OTNE, DPMI, Alpha-Cedrene, Rose ketones, Cedr-8-ene, Longifolene, Beta-Cedrene

#### FEATURED IN



MamaM!a



POPSUGAR.



PEAR STEMS
GREEN LEAVES
BERGAMOT
BLACK FIG
COCONUT MILK
ITALIAN IRIS
WOOD
TONKA
10ML 50

 TONKA
 10ML
 50ML
 100ML

 MUSK
 W/S
 \$27.50
 \$67.50
 \$89.50

 MOSS
 RRP
 \$55.00
 \$135.00
 \$179.00

#### FRESH. TROPICAL. WOODY

We have created a time capsule of summer nostalgia & the thirst for escapism.

EAU is a radiant  $\mathcal{E}$  sexy scent, that perfectly blends notes of pear stems, Green Leaves  $\mathcal{E}$  Bergamot on the top, Black Fig, Coconut Milk  $\mathcal{E}$  Italian Iris in the middle  $\mathcal{E}$  Wood, Tonka, Musk  $\mathcal{E}$  Moss at the bottom. This fragrance has no gender, nor any boundaries. This scent will capture the hearts  $\mathcal{E}$  skin of those forever chasing the sun  $\mathcal{E}$  the freedom of a summer romance. We want to make these your hot, sultry day  $\mathcal{E}$  nights last forever, and we believe we have with EAU.

PRODUCT INGREDIENTS
Alcohol, Parfum, Citral, Coumarin, Geraniol, Linalool

BEAUTY/crew







WHO IS ELIJAH



## MORNING AFTER

#### **AUSTRALIAN SANDALWOOD**

**AMBER** MUSK

CEDAR

**LEATHER** 

**PAPYRUS** 

CARDAMOM

IRIS **VIOLET**  W/S

\$27.50

10ML

\$67.50 \$89.50

100ML

WHO IS ELIJAH

\$55.00 \$135.00 \$179.00 RRP

WHO IS ELIJAH

50ML

#### WOODY. LEATHER. MUSK

Meet MORNING AFTER. The close and exhilarating feeling of the warmth of your lover's skin against yours. Memories from the night before linger eagerly in your mind as does their scent on your skin. MORNING AFTER evokes a feeling of irresistible, addictive desire. Merging the comforting feeling of the past and exhilaration from the unknown. MORNING AFTER balances perfectly in-between.

PRODUCT INGREDIENTS Alcohol, Parfum, Farnesol, Geraniol, Citral

BEAUTY/crew

route BAZAAR

Woman's Day.

\*ALL PRICING IN AUD



SAFFRON LABDANUM CUMIN PEPPER **BULGARIAN ROSE** REBEL ROSE REBEL ROSE PATCHOULI LEAF 50nl / LT RL GC. Ext DE PARTUR 100 of 1 3.4 FL 02. VIOLET WHO IS ELIJAH WHO IS ELIJAH LEATHER OUD 50ML 100ML 10ML **AMBER** \$27.50 \$67.50 \$89.50 W/S VANILLA \$55.00 \$135.00 \$179.00 RRP

ROSE, SPICE, WOOD

WHITE MUSK

Meet the REBEL of WALL STREET. Like a rose on fire, rebel rose kindles a gentle femininity with distinct masculinity. Inspiring you to write your own rules, rebel rose intoxicatingly blends woodsy spice and leather with florals, vanilla and white musk.

#### PRODUCT INGREDIENTS

Parfum, Cinnamal, Cinnamyl alcohol, Citral, Coumarin, Geraniol, Hexyl cinnamal, Linalool, Citronellol, Alpha-Isomethyl Ionone

GRITTY pretty



ROSE
RASPBERRY
EGYPTIAN GERANIUM
OUD WOOD INCENSE
SAFFRON
AMBERWOOD
BENZOIN
LEATHER



\$55.00 \$135.00 \$179.00

#### FLORAL. SMOKE. WOOD

Welcome to WALL STREET. Just like the name portrays, be instantly transported to the hustle of New York City. The City that never sleeps, that thrives off creativity & ambition, this smoky, woody fragrance will ignite the power in you to be unstoppable. Just like the first day of spring, top notes of rose & raspberry will remind you that power is nothing without passion.

RRP

#### PRODUCT INGREDIENTS

Parfum, Benzyl salicylate, Cinnamal, Cinnamyl alcohol, Citral, Citronellol, Eugenol, Farnesol, Geranio, Linalool.



### WALL STREET



GRAPEFRUIT MANDARIN ORANGE SEA WATER JUNIPER

MUSK

MUSK

AMBERWOOD

RRP \$55.00 \$135.00 \$179.00

10 M L

50ML

100ML

#### CITRUSY. SALTY. FRESH

Enlighten the senses with a bright, invigorating blend of grapefruit & mandarin orange. Refreshing notes of Sea Salt & Juniper embody the feeling of a deep plunge into the crisp, blue ocean, exciting the energy that flows throughout the body. Lingering notes of musk & amberwood provide a gentle warmth much like the touch of the sun against the skin on a day spent lost in the deep blue eyes of the ocean.

#### PRODUCT INGREDIENTS

Alcohol, Water, Parfum (alpha Iso Methylionone, Amyl Cinnamal, Benzyl Alcohol, Benzyl Benzoate, Citral, Citronellol, Eugenol, Geraniol, Hexyl Cinnamal, Hydroxycitronellal, Isoeugenol, Limonene, Linalool)

#### FOUNDER & CREATIVE DIRECTOR

raquel@whoiselijah.com.au

#### MARKETING

jasmine@whoiselijah.com.au

## CONTACT

