

WHO IS ELIJAH
WE MAKE MEMORIES NOT PERFUME.

QUICK SELL GUIDE



@WHOISELIJAHPAFUM

WHO IS ELIJAH

WHO WE ARE

WHO IS ELIJAH is an independently owned fragrance house established in Sydney, Australia in two thousand and eighteen. Built on cruelty free, genderless 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



Raquel Bouris - Founder & Creative Director.

The idea to create a modern fragrance house was a light bulb moment born on a Californian road trip by Australian entrepreneur, wife and mother, Raquel Bouris. 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.

AS FEATURED IN

"THE SEXIEST FRAGRANCE WE'VE EVER SMELLED"

WHO WHAT WEAR

"EXUDES SEX APPEAL"

POPSUGAR.

"SEXY, ENIGMATIC SCENTS"

VOGUE

"FRAGRANCES NEXT BIG BRAND"

hypebae

hypebae The New York Daily Paper | **NEW YORK POST** **VOGUE**

Forbes **POPSUGAR.** **WHO WHAT WEAR**

REFINERY29 **COSMOPOLITAN** **GRAZIA** **BEAUTY/crew**

ELLE AUSTRALIA **URBAN LIST** Daily **mail AUSTRALIA** **GRITTYpretty**

BOSS HUNTING **BROADSHEET** **STYLECASTER**

KEY SELLING POINTS

VERSATILE SIZES

WHO IS ELIJAH understands that fragrance is not one-size-fits-all; that's why each fragrance is available in 2ml, 5ml, 10ml, 50ml and 100ml.

Customers can enjoy the range their way, anytime, anywhere.

OUR SIZES



OUR PRICES

(aud)

100ml RRP \$159 - \$179

50ml RRP \$115 - \$135

10ml RRP \$45 - \$55

5ml RRP \$22 - \$27

2ml RRP \$10

Sets RRP \$65 - \$120

KEY SELLING POINTS

continued

OUR 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.

ACCESSIBLE

At WHO IS ELIJAH, we challenge and disrupt the fragrance market. We are exclusive but always inclusive, with a mission to remain a forever accessible and affordable luxury fragrance brand.



KEY SELLING POINTS

continued

GENDERLESS

WHO IS ELIJAH fragrances were specifically designed by our founder and creative director, Raquel Bouris, to be genderless to ensure that everyone can find a scent that resonates with their individual preferences.






CRUELTY-FREE + VEGAN + AUSTRALIAN-MADE

WHO IS ELIJAH is committed to ethical practices, with our range being both cruelty-free and vegan.

All fragrances are thoughtfully hand-filled with 20-25% perfume concentrate and without toxic chemicals or harmful elements. We are proudly crafted in Sydney, Australia and strive to reduce our carbon footprint as much as possible by packaging in-house in small batches, avoiding mass production and waste.

OLFACTORY

a glance into our fragrance collection

PRODUCT	<i>Muse</i>
SCENT PROFILE	<i>earthy, musky, floral</i>
SIZE	<i>2ml + 5ml + 10ml + 50ml + 100ml</i>
	THE FIRST IMPRESSION <i>solar</i>
	THE HEART <i>warm floral, jasmine absolute</i>
	THE SILLAGE <i>ambergris, ambroxan, musk, dry-woody amber garwood, moss</i>
SETS	<i>Discovery, Col. Vol. 1 + Summer Nostalgia</i>
NOTES	<ul style="list-style-type: none">- <i>a subtle scent that leaves a less than subtle mark.</i>- <i>assertive like your 9-5, sensual like your after hours</i>- <i>can be described as floral, musky, sophisticated and sensual</i>- <i>MUSE doesn't wear you. YOU wear muse...</i>


OLFACTORY

a glance into our fragrance collection

PRODUCT	<i>Eau</i>
SCENT PROFILE	<i>fresh, tropical, woody</i>
SIZE	<i>2ml + 5ml + 10ml + 50ml + 100ml</i>
	<p>THE FIRST IMPRESSION <i>pear stems, green leaves, bergamot</i></p> <p>THE HEART <i>black fig, coconut milk, italian iris</i></p> <p>THE SILLAGE <i>wood, tonka, musk, moss</i></p>
SETS	<i>Discovery, Col. Vol. 2 + Summer Nostalgia</i>
NOTES	<ul style="list-style-type: none">- <i>a time capsule of Summer Nostalgia</i>- <i>a radiant and sexy scent that reminds you of hot, balmy nights</i>- <i>can be described as creamy coconut with a fresh green twist, sweet fruity hints and a steamy woody undertone.</i>


OLFACTORY

a glance into our fragrance collection

PRODUCT	<i>Nomad</i>
SCENT PROFILE	<i>woody, amber, floral</i>
SIZE	<i>2ml + 5ml + 10ml + 50ml + 100ml</i>
	<p>THE FIRST IMPRESSION <i>egyptian jasmine, saffron, almond</i></p> <p>THE HEART <i>amberwood, bulgarian rose, ambergris</i></p> <p>THE SILLAGE <i>fir resin, cedar, moss, dry amber, musk</i></p>
SETS	<i>Discovery + Col. Vol. 2 + Staple + NY Rendezvous</i>
NOTES	<ul style="list-style-type: none">- <i>our best-selling fragrance</i>- <i>the 'little black dress' OR navy suit of your fragrance wardrobe</i>- <i>versatile yet complex and most importantly NEVER fails to deliver</i>- <i>this fragrance leaves a lasting impression.</i>

OLFACTORY

a glance into our fragrance collection

PRODUCT	<i>His Her</i>
SCENT PROFILE	<i>spicy, woody, fresh</i>
SIZE	<i>2ml + 5ml + 10ml + 50ml + 100ml</i>
	<p>THE FIRST IMPRESSION <i>bergamot, violet leaf, cardamom</i></p> <p>THE HEART <i>floral, fir needle</i></p> <p>THE SILLAGE <i>sandalwood, cashmere musk, amber, oudh</i></p>
SETS	<i>Discovery Set + Col. Vol. 1</i>
NOTES	<ul style="list-style-type: none">- a signature easy-to-wear staple scent.- this cult-favourite fragrance was the first scent launched in 2018- can be described as a crisp, clean scent with hints of spice and a warm, flirty undertone.


OLFACTORY

a glance into our fragrance collection

PRODUCT	<i>Her</i>
SCENT PROFILE	<i>floral, delicate, citrus</i>
SIZE	<i>2ml + 5ml + 10ml + 50ml + 100ml</i>
	<p>THE FIRST IMPRESSION</p> <p><i>citrus, bergamot, grapefruit, vetiver</i></p> <p>THE HEART</p> <p><i>floral, orange blossom, petitgrain, rosemary</i></p> <p>THE SILLAGE</p> <p><i>dry amber, cedarwood, musk</i></p>
SETS	<i>Discovery + Col. Vol. 1 + Summer Nostalgia</i>
NOTES	<ul style="list-style-type: none">- <i>a fresh and invigorating floral scent that leans more citrus</i>- <i>a sweet, citrus and floral blend that is refreshing, just like summer</i>- <i>crisp and bright, the perfect scent for lovers of bergamot</i>





OLFACTORY

a glance into our fragrance collection

PRODUCT	<i>Nightcap</i>
SCENT PROFILE	<i>woody, earthy, leather</i>
SIZE	<i>2ml + 5ml + 10ml + 50ml + 100ml</i>
	<p>THE FIRST IMPRESSION</p> <p><i>pear, cardamon, violet leaf</i></p> <p>THE HEART</p> <p><i>orris root, cypress, west Indian sandalwood</i></p> <p>THE SILLAGE</p> <p><i>blonde cedar, mysore sandalwood, Madagascar vetiver</i></p>
SETS	<i>Discovery + Col. Vol. 2 + Staple</i>
NOTES	<ul style="list-style-type: none">- <i>a warming leather scent that exudes sex appeal</i>- <i>an award-winning fragrance</i>- <i>can be described as a woody, earthy and leathery scent with hints of spiced pear</i>


OLFACTORY

a glance into our fragrance collection

PRODUCT	<i>Morning After</i>
SCENT PROFILE	<i>woody, leather, musk</i>
SIZE	<i>2ml + 5ml + 10ml + 50ml + 100ml</i>
	THE FIRST IMPRESSION <i>violet, cardamom</i>
	THE HEART <i>iris, papyrus</i>
 	THE SILLAGE <i>musk, leather, amber, cedar, Australian sandalwood</i>
SETS	<i>Discovery + Col. Vol. 2 + Staple</i>
NOTES	<ul style="list-style-type: none">- a warming mix of sandalwood, musk & leather that lingers- the perfect scent for those after something more 'clean'- evoking feelings of irresistible, addictive desire- the name resembles the fact of the scent still lingering, the <i>'MORNING-AFTER'</i>


OLFACTORY

a glance into our fragrance collection

PRODUCT	<i>Haze</i>
SCENT PROFILE	<i>smoky, woody, sweet</i>
SIZE	<i>2ml + 5ml + 10ml + 50ml + 100ml</i>
	<p>THE FIRST IMPRESSION</p> <p><i>Pink Pepper, Orange Blossom, Clove</i></p> <p>THE HEART</p> <p><i>Chestnut, Gaiac Wood, Juniper</i></p> <p>THE SILLAGE</p> <p><i>vanilla, peru balsam, cashmeran, cedarwood</i></p>
SETS	<i>Discovery + Col. Vol. 1</i>
NOTES	<ul style="list-style-type: none">- <i>resembles a warm, smoky fire place</i>- <i>the perfect winter/fall scent</i>- <i>can be described as a smoky scent with hints of sweet vanilla & chestnut</i>


OLFACTORY

a glance into our fragrance collection

PRODUCT	<i>Wall Street</i>
SCENT PROFILE	<i>floral, smoke, wood</i>
SIZE	<i>2ml + 5ml + 10ml + 50ml + 100ml</i>
	<p>THE FIRST IMPRESSION <i>rose, raspberry, Egyptian geranium</i></p> <p>THE HEART <i>oud wood, incense, saffron</i></p> <p>THE SILLAGE <i>Amberwood, benzoin, leather.</i></p>
SETS	<i>Discovery + Col. Vol. 2 + NY Rendezvous</i>
NOTES	<ul style="list-style-type: none">- a smoky, oud fragrance softened with floral and raspberry- created with intention to be worn with <i>PEBEL ROSE</i>- the perfect scent for someone looking for a woody, more masculine scent.


OLFACTORY

a glance into our fragrance collection

PRODUCT	<i>Rebel Rose</i>
SCENT PROFILE	<i>rose, spice, wood</i>
SIZE	<i>2ml + 5ml + 10ml + 50ml + 100ml</i>
	<p>THE FIRST IMPRESSION <i>saffron, labdanum, cumin, pepper</i></p> <p>THE HEART <i>Bulgarian rose, patchouli leaf, violet.</i></p> <p>THE SILLAGE <i>leather, oud, amber, vanilla, white musk</i></p>
SETS	<i>Discovery + Col. Vol. 2 + NYG Rendezvous</i>
NOTES	<ul style="list-style-type: none">- <i>a slightly powdery and spicy rose scent with a woody undertone</i>- <i>not your grandmas rose fragrance!</i>- <i>created with intention to be worn with WALL STREET</i>

OLFACTORY

a glance into our fragrance collection

PRODUCT	<i>Ocean Eyes</i>
SCENT PROFILE	<i>citrusy, salty, fresh</i>
SIZE	<i>2ml + 5ml + 10ml + 50ml + 100ml</i>
	<p>THE FIRST IMPRESSION</p> <p><i>Bergamot, Grapefruit, Mandarin</i></p> <p>THE HEART</p> <p><i>Sea Salt, Aquatic breeze</i></p> <p>THE SILLAGE</p> <p><i>Amberwood, Musk, Juniper</i></p>
SETS	<i>Discovery // Vial</i>
NOTES	<ul style="list-style-type: none">- <i>Invigorate the senses with this bright and invigorating blend of citrus notes.</i>- <i>exudes masculine sex appeal.</i>- <i>embody the feeling of a deep plunge into the crisp, blue ocean.</i>

WHO IS ELIJAH

*for more information regarding WHO IS ELIJAH products
please email **wholesale@whoiselijah.com.au***

WHO IS ELIJAH

*“Warmly welcoming you to the world of
WHO IS ELIJAH. I hope you love
exploring my creations.”*



- Raquel Bouris
Founder + Creative Director