

SUNNAMUSK  
L O N D O N

## THREE REASONS WE ARE DIFFERENT

WHY SUNNAMUSK IS COMMERICALLY COMPELLING  
BEFORE WE EVEN DISCUSS THE PRODUCT.



### PROVEN & LOVED

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+£70m sold since 2013, 5 countries and a 4.4 excellent Trustpilot review score, creating a level of loyalty few emerging fragrance brands achieve.



### A WAVE TO RIDE

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Middle Eastern-inspired fragrance is reshaping the category, and Sunnamusk is the British brand helping define it.



### A BUILT-IN GROWTH ENGINE

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A unique fragrance regimen that naturally encourages customers to purchase across multiple formats, driving higher average transaction values without forcing repeat purchases.

OUR BRAND

## OUR VISION

### OUR AMBITION IS SIMPLE

To build one of the worlds most respected fragrance houses by investing where customers experience it most; the fragrance itself

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We believe exceptional fragrance should be defined by what's inside the bottle, not the prestige surrounding it.

That's why we've built Sunnamusk differently and every decision we make, from our signature EDP and Perfume Oil regimen to our commitment to exceptional juice quality, is designed to create fragrances people return to, recommend and remember.

Market by market, we're building a London fragrance house worthy of standing alongside the world's great fragrance names.

SUNNAMUSK  
LONDON

OUR VISION

TO BUILD THE WORLD'S MOST ADMIRABLE  
QUALITY-LED FRAGRANCE HOUSE



# FOUNDER INTRODUCTION

## KAZI ABIDUR RAHMAN

Sunnamusk began in 2009 as a family business — but in truth, the story started long before then. My father had always been drawn to fragrance and incense. For years, he sold incense sticks, but he could never quite turn it into the business he hoped it would be. So as a family, we decided to take his passion and build something bigger together — a fragrance house of our own.

My family has spent a lot of time in the Middle East over the years, and we became deeply inspired by the culture of Arabia, the hospitality, the generosity, and more than anything, the art of wearing fragrance.

In Arabia, fragrance isn't something you simply spray on before leaving the house. It's part of how you welcome a guest, how you prepare for a gathering, and how you carry yourself every day. It's worn in layers, with intention. That left a lasting mark on us, and it shaped everything about how we see perfumery.

When we started, we were among the very first to bring oil-based perfumery to the UK. At the beginning, people didn't really know what to make of it, so my brothers and I told the story one customer at a time. We explained the oils, the pairing, and the culture behind it all.

Fast forward to today, and Middle Eastern perfumery has become one of the fastest-growing movements in fragrance across the Western world. I'm proud to say Sunnamusk was at the forefront of that movement in the UK.

My vision for Sunnamusk has always been simple: to make truly quality fragrance accessible to our community and to fragrance lovers everywhere.

For too long, fragrance has been overpriced for what it truly is; and it was the industry's own pricing that created the imitation market. I've always felt there should be a third option: a brand that offers real quality, originality, beautiful stores, a beautiful buying experience, and a price that feels honestly fair.

That is the brand we started as a family.  
And it is the brand we are still building today.



# A STATIC MARKET MEETS A CHANGING CONSUMER

## A MARKET IN TRANSITION

01

### A CROWDED CATEGORY

Thousands of brands compete for the same shelf space while a handful dominate consumer awareness. Little meaningful differentiation means marketing budgets, not product innovation, drive visibility. Fragrance itself has barely evolved since the atomiser. Consumers still choose between longevity (oil) or projection (EDP), never both.

An increasingly saturated fragrance market makes meaningful differentiation more important than ever.

02

### THE CONSUMER SHIFT

Middle Eastern-inspired fragrances have moved firmly into the mainstream, driven by social media, fragrance communities and growing consumer appetite for bolder, longer-lasting scents.

+47% European oud demand (5 years)

+60% 'Arabian perfume' searches (2025)

364m+ TikTok views for #layeringperfume demonstrate consumers are already adopting the ritual.

Consumers are no longer just looking for a fragrance. They are seeking richer compositions, longer wear and more distinctive scent experiences.

03

### BREAKING CATEGORY CONVENTIONS

The rapid expansion of Middle Eastern-inspired fragrance has created a market saturated with familiar cues. Ornate packaging, gold embellishments and powerful oud-heavy scents have become the category default, making it increasingly difficult for brands to stand apart. Today's consumer is looking beyond tradition for products that feel premium, contemporary and effortless.

Continued reliance on ornate design codes and familiar oud-heavy profiles, leaving an opportunity for a more contemporary interpretation of Middle Eastern luxury.

04

### THE RISE OF THE DUPE

The widening gap between prestige pricing and consumer budgets has accelerated demand for dupes. Consumers increasingly question whether higher prices deliver proportionately greater value, creating an opportunity for brands that offer distinctive fragrances, premium presentation and attainable pricing—without relying on imitation.

As prestige prices climb, consumers are seeking fragrances that deliver premium experiences and originality at more accessible price points.

TODAY'S CONSUMER WANTS PREMIUM FRAGRANCE EXPERIENCES WITHOUT  
CHOOSING BETWEEN PERFORMANCE, AUTHENTICITY OR ACCESSIBILITY.  
THAT'S THE GAP SUNNAMUSK WAS BUILT TO FILL.

## THREE THINGS NO OTHER BRAND COMBINES

SUNNAMUSK, MORE THAN JUST ANOTHER FRAGRANCE BRAND.



## THE REGIMEN

Every fragrance is designed to perform beautifully as a standalone Eau de Parfum or Perfume Oil.

Our signature regimen simply unlocks an elevated way to wear fragrance. By pairing matching formats, customers can enhance longevity, enrich the scent profile and enjoy a more immersive fragrance experience, creating a compelling reason to purchase across both formats and increasing average basket value.

A NEW WAY TO  
WEAR FRAGRANCE



## DISRUPTIVE QUALITY

Every fragrance brand makes different choices about where it invests. Our priority is simple; we invest where consumers experience it most, the fragrance itself.

By directing more of our investment into the juice, we create fragrances that deliver premium quality and performance at an accessible price point, giving consumers a genuine alternative to both prestige luxury and imitation-led dupes.

INVESTING IN WHAT'S  
INSIDE THE BOTTLE



## THE BLEND

Our fragrances draw inspiration from the richness and artistry of Middle Eastern perfumery while reflecting the diversity, creativity and contemporary spirit of London.

The result is a collection that feels authentic yet modern, honouring tradition without being constrained by it.

MIDDLE EASTERN PERFUMERY  
MEETS MODERN LONDON

# ALL THE STRENGTHS, NONE OF THE WEAKNESSES

While the industry is only now discovering fragrance layering, Sunnamusk built its brand on combining perfume oil and Eau de Parfum, bringing together longevity, projection and a performance boosting regimen to the fragrance category.

01

## THE REGIMEN

### A NEW WAY TO WEAR FRAGRANCE

Rather than replacing the traditional fragrance experience, our signature regimen gives customers the option to elevate it by pairing every Eau de Parfum with a matching Perfume Oil.

Each is exceptional on its own. Worn together, the two complementary formats enhance depth, extend longevity and create a more personalised fragrance experience—encouraging multiple product purchases while naturally increasing average basket value.

ONE SCENT, TWO EXPRESSIONS, ELEVATED RICHER.



# QUALITY-LED, NOT IMAGE-LED

The market is shifting from logo to quality.  
Sunnamusk owns the gap between mass and prestige.

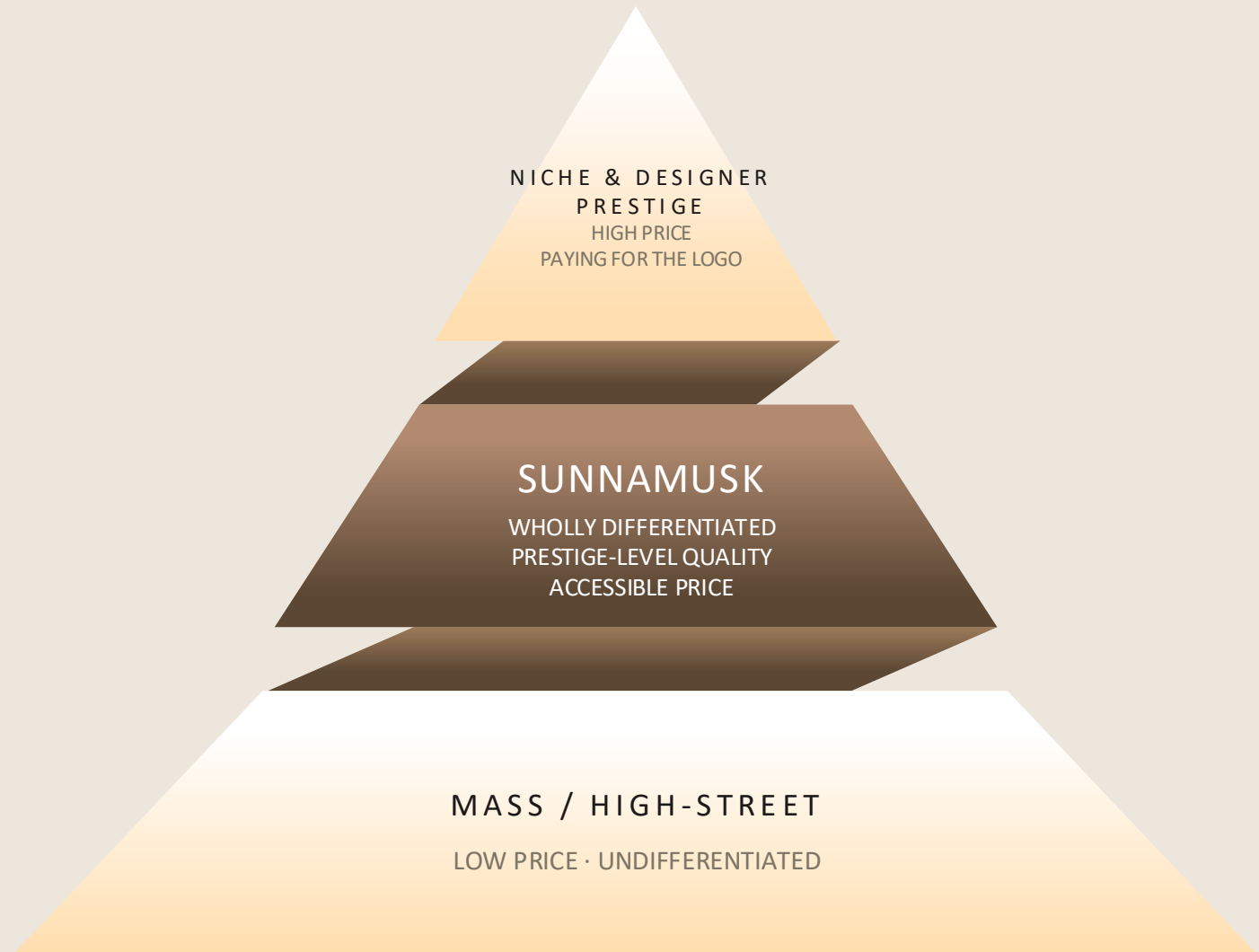
02

## THE WHITE SPACE

### INVESTING IN WHATS INSIDE THE BOTTLE

While much of the industry competes through branding and prestige pricing, we invest where consumers experience it most, the fragrance itself.

By prioritising exceptional juice quality over inflated luxury mark-ups, we deliver a premium fragrance experience at an accessible price point, offering consumers a compelling alternative to both prestige brands and imitation-led dupes.



## THE BRIDGE BETWEEN TWO WORLDS

Middle Eastern fragrance has moved from niche to mainstream.

Sunnamusk has been at the heart of delivering authentic Middle Eastern fragrance heritage years before it became mainstream.

03

### OUR HEART AND SOUL

#### MIDDLE EASTERN PERFUMERY MEETS MODERN LONDON

Our fragrances draw inspiration from the richness and artistry of Middle Eastern perfumery while reflecting the diversity, creativity and contemporary spirit of London.

The result is a collection that feels authentic yet modern, honouring tradition without being constrained by it.



# THE PERSONA COLLECTION

Where every scent tells a unique story, capturing the essence of distinct personalities and lifestyles.  
Dive into a world where scents are more than just aromas, they are reflections of who you are and who you aspire to be.



| PRODUCT    | FRAGRANCE FINDER | GENDER | PERFUME OIL |      | EUD DA PARFUM |       | EDP ELIXIR |       |
|------------|------------------|--------|-------------|------|---------------|-------|------------|-------|
|            |                  |        | 15ML        | 30ML | 50ML          | 100ML | 50ML       | 100ML |
| ABID AMBRE | CITRUS           | MALE   | £29         | £45  | £45           | £70   | £55        | £80   |
| VICTORY    | AMBER            | MALE   | £29         | £45  |               | £70   |            |       |
| ESCAPE     | CITRUS           | MALE   | £29         | £45  | £45           | £70   |            |       |
| MIDNIGHT   | FRUITY/FLORAL    | FEMALE | £29         | £45  | £45           | £70   |            |       |
| INDULGE    | AMBER            | FEMALE | £29         | £45  | £45           |       |            |       |
| ZEYARA     | FLORAL           | FEMALE | £29         | £45  | £45           | £70   |            |       |

## PERSONA COLLECTION

CONSISTS OF

6 X EAU DE PARFUMS

1 X EAU DE PARFUM ELIXIR

6 X 99% FRAGRANCE OILS

1 X 1.5ML MINI DISCOVERY SET

SEASONAL GIFTING

THE ORIGINAL SERIES

The Originals Collection celebrates the artistry of perfumery, showcasing the creativity, craftsmanship and expertise behind every original fragrance creation..



| PRODUCT        | FRAGRANCE FINDER | GENDER | PERFUME OIL |       | EUD DA PARFUM |       | EDP ELIXIR |       |
|----------------|------------------|--------|-------------|-------|---------------|-------|------------|-------|
|                |                  |        | 15 ML       | 30 ML | 50 ML         | 100ML | 50ML       | 100ML |
| GOLDEN DUST    | GOURMAND         | UNISEX | £29         | £45   | £65           | £90   | £75        | £80   |
| AMBER ROSE     | AMBER            | FEMALE | £29         | £45   | £65           | £90   |            |       |
| NIGHT ILLUSION | FRUITY           | FEMALE | £29         | £45   | £65           |       |            |       |
| SOFT PARADISE  | WOODY            | UNISEX | £29         | £45   | £65           |       |            |       |

ORIGINAL SERIES

CONSISTS OF

4 X EAU DE PARFUMS

1 X EAU DE PARFUM ELIXIR

4 X 99% FRAGRANCE OILS

1 X 1.5ML MINI DISCOVERY SET

SEASONAL GIFTING

4 X 150CL CANDLES

## HERO PRODUCTS



### GOLDEN DUST PORTFOLIO

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Eau du Parfum 50ml & 100ml

Elixir 50ml & 100ml

Perfume Oil 10ml & 20ml

Included in the Original Series discovery set

Golden Dust 75cl Candle included in the Golden Dust Gift Set



### ABID AMBRE PORTFOLIO

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Eau du Parfum 50ml & 100ml

Elixir 50ml & 100ml

Perfume Oil 10ml & 20ml

Included in the Persona Series discovery set

## A PLATFORM FOR GROWTH

A GROWTH PIPELINE THAT CREATES NEW REASONS TO PURCHASE THROUGHOUT THE YEAR..



01

### MODERN OUD

An Oud focused Eau de Parfum and perfume oil collection with a modern interpretation.



02

### BODY MISTS

Bringing the Sunnamusk regimen into a high-growth category, creating new usage occasions and attracting younger consumers.



03

### SEASONAL GIFTING

Premium gifting designed around the moments that matter most, from Ramadan to Christmas and beyond..



04

### MILESTONE MOMENTS

Entrenching Sunnamusk as a gifting brand by offering unique gifting options related to your special moments

MARKETING

SOCIAL MEDIA  
PERFORMANCE

COMBINED  
VIEWS

TOTAL

5M+

HASHTAG  
RELATED

148M+

FOLLOWERS

IN STAG RAM

86K

TIKTOK

28K

FACEBOOK

26K

ENGAGEMENT

REACH

1M+

INTERACTIO N

100K+

SAMPLING  
ACTIVITIES

01

UNIVERSITIES  
ON-STREET  
EVENTS/EXHIBITIONS

02

PR/INFLUENCER ACTIVITY  
NEW LAUNCHES  
PRESS DROPS  
INFLUENCER BOXES

COLLABORATIONS

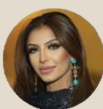
WE'VE WORKED WITH 150+ CREATORS



GIANNI PAOLO



CHUNKZ



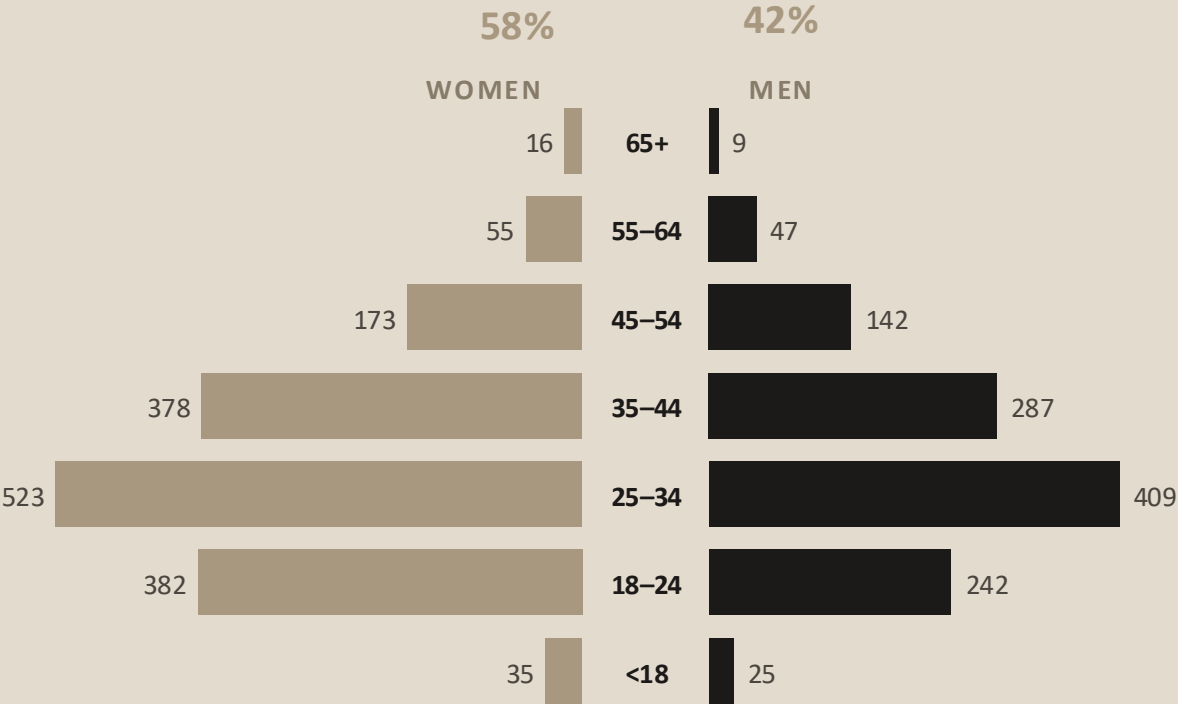
FARYAL MAKHDOOM



CC CLARKE

IMPACT WHERE IT COUNTS

THE SWEET SPOT: 60% OF SHOPPERS UNDER 34,  
STRONG ACROSS WOMEN AND MEN.



SUNNAMUSK SHOPPER STUDY ·  
N = 2,758 · FIELDWORK JUN-JUL 2024

OUR BRAND GROWTH



AVERAGE ORDER VALUE

**£73**  
(Internal sales, all channels)

REPEAT PURCHASE RATE

**1.8x**  
(12m period, redeeming member loyalty program)

TRUSTPILOT SCORE

**4.4 Excellent rating**  
(+8400 reviews August 2026)

LISTED IN

HOUSE OF FRASER  
SINCE 1949

FLANNELS

amazon

TikTok Shop

## WHY SUNNAMUSK MATTERS

THREE DISRUPTIVE AND UNIQUE ATTRIBUTES THAT  
ELEVATE THE BRAND ABOVE THE COMPETITION.



### THE REGIMEN

A NEW WAY TO  
WEAR FRAGRANCE



### THE JUICE

INVESTING IN WHAT'S  
INSIDE THE BOTTLE



### THE BRAND

MIDDLE EASTERN PERFUMERY MEETS  
MODERN LONDON

SUNNAMUSK ISN'T SIMPLY ANOTHER FRAGRANCE BRAND,  
IT IS A FRAGRANCE MODEL BUILT FOR TODAY'S CONSUMERS AND TOMORROW'S RETAIL

BUILT AROUND QUALITY, DESIGNED FOR GROWTH AND PROVEN WITH CONSUMERS

THREE ADVANTAGE. ONE BRAND BUILT FOR MODERN FRAGRANCE RETAIL

# SUNNAMUSK

LONDON

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