



Attar al Has

BRAND BOOK & FRAGRANCE SHEETS

# VISION &

“Isn’t just selling perfume, but  
emotion, confidence, and memory”

Reviving the sacred art of oriental perfumery and  
inspiring a deeper, more intimate relationship  
between scent, memory, and identity.

We envision a world where fragrance is not a trend,  
but a timeless ritual. Rooted in heritage, worn with  
intention, and remembered forever

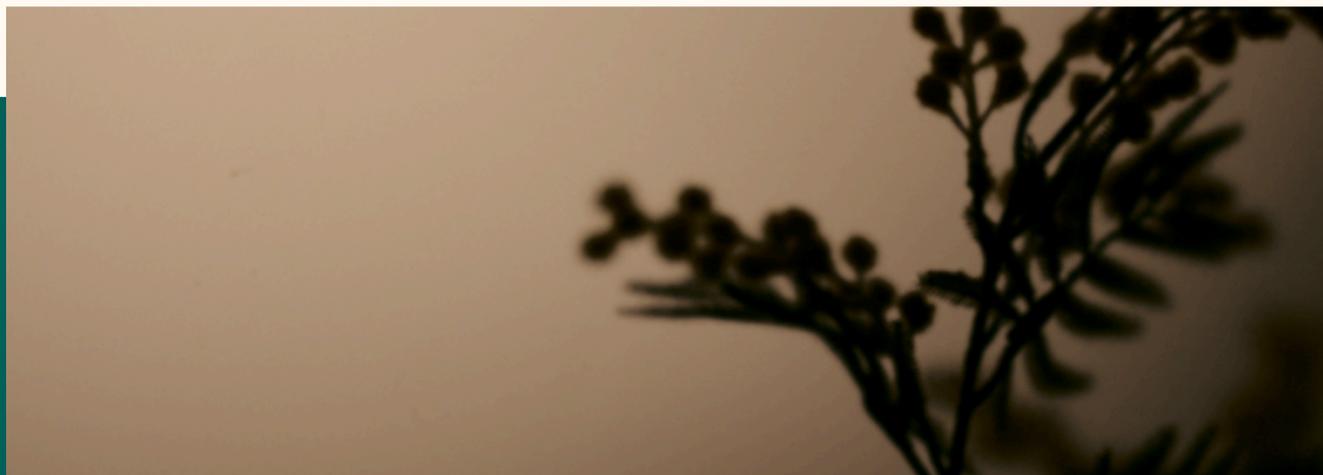
To preserve and reimagine the ancient traditions of  
Middle Eastern and Asian perfumery through  
exceptional craftsmanship, rare ingredients, and  
evocative storytelling and offering a sensory journey  
that transcends time.

Through every attar we create, we honor the legacy  
of the Silk Road, sacred blooms, and ancestral rituals  
crafting modern expressions of scent that carry the  
soul of the past into the present.

Beyond fragrance, we are building a community of  
perfume lovers who share our values those who seek  
depth, tradition, and artistry.

Together, we celebrate the emotional power of  
scent, creating a space where history, identity, and  
passion converge in the most intimate form of  
luxury.

# MISSION



# BRAND IDENTITY

The ancient art of Eastern perfumery meets modern innovation, crafted by two founders with over 25 years of expertise.

From Istanbul to Brussels, we create luxurious, story-driven fragrances that reflect timeless craftsmanship, global elegance, and a commitment to meaningful connection.



## THE ART OF SCENT: TRADITION REIMAGINED WITH MODERN GRACE

Refined, evocative imagery is essential to the Attar Al Has experience.

Each frame a visual extension of our olfactory world, reinforcing the brand's identity through timeless elegance and sensory storytelling.



**WEAR THE LEGACY.  
BECOME THE STORY.  
EXPERIENCE ATTAR AL HAS.**

*Attar Al Has is a sacred journey through scent.*

*A luxurious archive of emotions inspired by the timeless rituals of the East and reimagined for the modern soul.*

*Rooted in ancient craftsmanship and shaped by visionary perfumers, each attar becomes your personal veil of power, serenity, and desire  
An olfactory signature written on your skin.*



# The founders behind the brand

*Attar Al Has was born from my lifelong passion for the sacred art of perfumery. I wanted to revive the emotional depth and heritage of attars and bring them into the modern world with authenticity and soul.*

*Each creation is a personal tribute to tradition.*

**Ersin Bas**

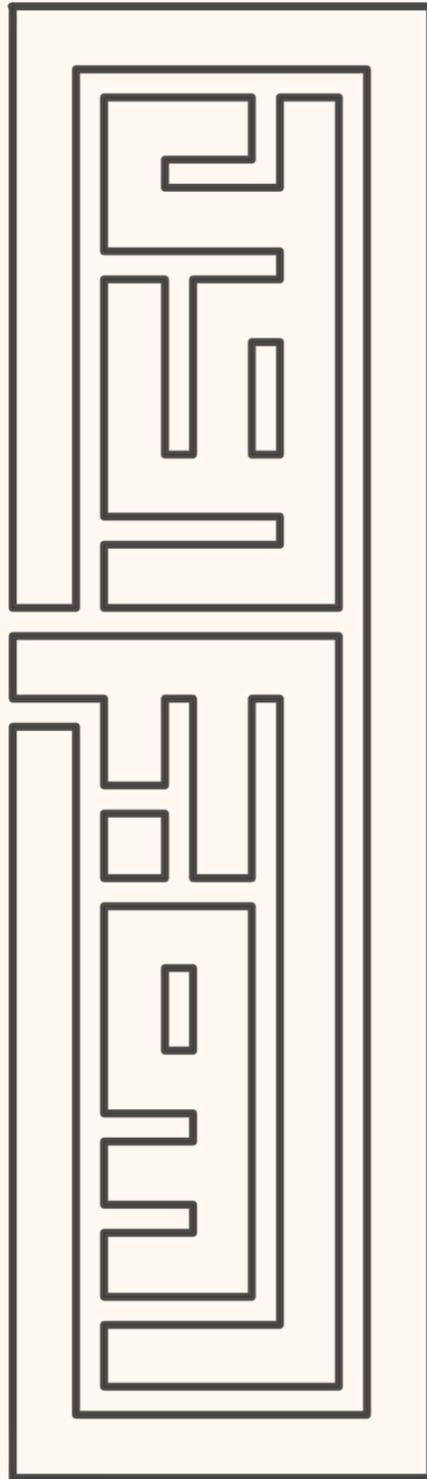
**CEO founder of Attar al Has**

*Attar Al Has was born from the soul of Istanbul. Where East meets West, and every breeze carries centuries of scent and story. Inspired by its golden domes and spice-laden bazaars, I set out to bottle its magic. What we create is not just perfume, but a fragrant bridge between worlds.*

**Sinan Karakas**

**CEO founder of Attar al Has**





## Bottle design

Sculptural and regal, the bottles of Attar Al Has are inspired by the architectural elegance of the Ottoman Empire. With bold, geometric contours softened by subtle curves, the shape evokes a fusion of classical domes and modern minimalism. Designed to stand like a jewel on any vanity, each bottle feels weighty, luxurious, and timeless.

Attar Al Has is rooted in the richness of Arabic culture.

“**Attar**” signifies the purest essence of fragrance. A tribute to the artistry of traditional perfumery.

“**Al Has**” means “the personal” reflecting the intimate, exclusive nature of each scent we craft.

## The Story Behind the Logo

The Attar Al Has logo is a handcrafted calligraphy design, engraved onto each bottle as a tribute to the rich artistic heritage of the region.

Inspired by the grandeur of the Ottoman Empire and infused with modern artisanal elegance, it symbolizes the fusion of tradition and contemporary refinement that defines our brand.



# Exclusive Collection

*Tales of 1001 Nights*

*An Ode to Imperial Grandeur and the Magic of 1001 Nights*

*Enter a realm where opulence meets legend. Our Exclusive Collection of nine exquisite fragrances is a tribute to the majestic Ottoman Empire and the poetic enchantment of the tales of 1001 Nights.*

Each scent is a chapter in a sensory epic, inspired by the silk-draped courts of sultans, ancient spice bazaars, and the whispered secrets of the Orient. From shimmering florals to sultry spices and deep, resonant woods, the collection captures the spirit of a bygone world reimagined for the modern soul.

Let each bottle transport you across time and tradition, where every spritz unveils a new story, an invitation to wear history, mystery, and beauty in its purest, most luxurious form.

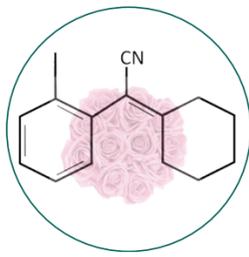


# Golden Ice

*Timeless allure suspended in frozen light*

In a realm where warmth meets clarity.  
It captures the shimmer of desire veiled in  
innocence.

A fragrance that embodies the moment  
when stillness turns radiant bold yet  
delicate, fleeting yet eternal.



PETELIA



BERGAMOT



LYCHEE



CEDAR  
WOOD



TURKISH  
ROSE



FRANKINSENCE



PEONY



RHUBARB



MUSK



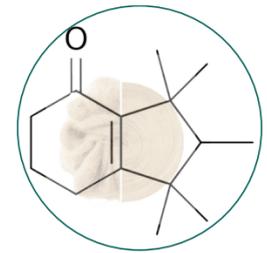
NUTMEG



VETIVER



VANILLA



CASHMERAN

Perfumer: Mohammad Tammam Mando

# Leather Effecto

*The scent of rebellion wrapped in velvet*

A bold narrative unfolds with saffron and rum makes it fiery, intoxicating, unapologetically daring.

As jasmine blooms at the core, it softens the edge like silk over steel.

The base lingers with sensual amber, creamy vanilla, and smoky labdanum its evoking a hidden world where danger seduces and elegance dominates.

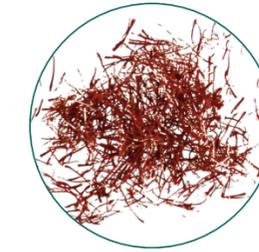
A fragrance that captures the duality of strength and seduction its untamed, enigmatic, unforgettable.



NUTMEG



RUM



SAFFRON



YASMINE



SANDALWOOD



MUSK



AMBER



LABDANUM



VANILLA

# Spice Rose

*The scent of stories whispered in  
spice-laden alleys*

Spice Rose is an olfactory journey  
through Istanbul's golden age  
where rose meets fire and each  
note evokes the spirit of ancient  
trade and mystique.

Fresh bergamot and pink pepper  
awaken the senses while sacred  
olibanum and rich woods capture  
the soul of the city's vibrant bazaars.

A fragrance that captures the  
poetry of old Istanbul, vibrant,  
exotic and endlessly evocative.



BERGAMOT



PINK PEPPER



GRAPEFRUIT



CLARY SAGE



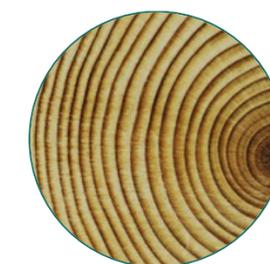
OLIBANUM



MUSK



VETIVER



CEDARWOOD



PATCHOULI

# Passion Oud

*The echo of a rose-laced night  
beneath desert stars*

Inspired by the mystical tales of 1001 Nights, Passion Oud wraps you in an opulent veil of Damascus rose, warm woods, and ambered sweetness. Each drop conjures a moment of sensual storytelling where love, mystery, and oud meet in timeless allure.

A fragrance born from fantasy,  
crafted to ignite desire.



BLACK CURRANT



ROSE



SANDALWOOD



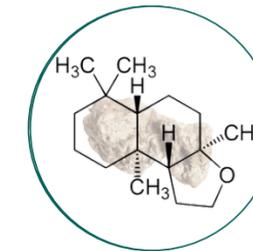
FREESIA



PATCHOULI



VANILLA



AMBROXAN

# Exquisite

*An ode to indulgence wrapped in sugar-kissed silk*

Exquisite captures the irresistible charm of Ottoman palaces and sweet Eastern delights.

Where candied fruits, rose, and saffron unfold like a dessert for the soul. A fragrance that evokes desire and decadence, each note a whisper of pleasure and refined elegance.

A luxurious treat, crafted to enchant.



GRAPEFRUIT



CASSIS



CHERRY BLOSSOM



RASPBERRY



ROSE



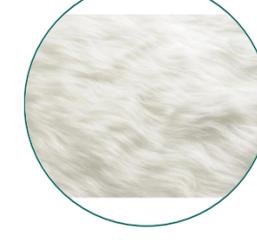
LOUKOUM



CANDIED FRUITS



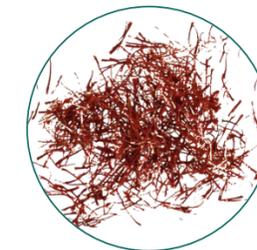
VANILLA



WHITE MUSK



DULCE DE LECHE



SAFFRON



WOODS



PISTACHIO

# Metallic Oud

*A bold paradox wrapped in silver*

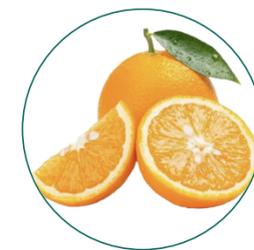
Metallic Oud blends rare natural oud from Laos with sparkling citrus, warm spices, and resinous depth.

Mysterious yet inviting, this composition captures contrast in harmony: ancient richness fused with modern light.

A radiant mystery that clings to the skin like whispered silk.



PEAR



ORANGE



LEMON



MUSK



RASPBERRY



BULGARIAN ROSE



ORANGE BLOSSOM



AMBER



PEPPER



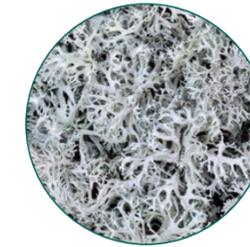
FIR



LAOS AGARWOOD



CEDAR



OAKMOSS



PATCHOULI



ELEMI



MADAGASCAR VETIVER



LAOTIAN OUD

# My Magic

*An intimate alchemy of indulgence and allure*

Rich, golden notes of black cherry, hazelnut, and honey unfold into a heart of radiant rose and citrus leaf, wrapped in a base of warm woods and addictive vanilla.

My Magic is a magnetic veil that's sweet, smoky, and deep evoking inner power and quiet seduction.

A scent that lingers like a secret, unforgettable and untamed



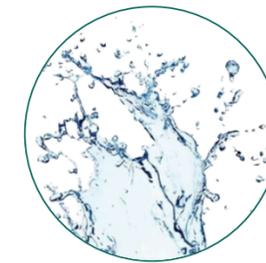
OSMANTHUS



LEMON



SUGAR



WATERY NOTES



WHITE MUSK



PATCHOULI



CEDARWOOD



LOUD FROM PRACHIN

# Fleur de Tabac

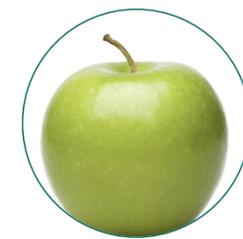
*A quiet storm of contrast*

smooth, smoky, and unexpected  
A bold interplay of spice and softness,  
where bergamot and pear melt into warm  
tobacco leaves and whispers of tea.  
At its heart, this scent unveils a mysterious  
soul  
sweet yet dry, fiery yet velvety.

A fragrance that leaves questions in its  
wake, never answers.



WHITE PEAR



GREEN  
APPLE



BERGAMOT



TOBACCO  
LEAVES



NUTMEG



CINNAMON  
BARK



TOBACCO  
FLOWER



FLORAL



WHITE MUSK



SAFFRON



TEA LEAVES



TONKA BEAN



THYME



DAVANA



INCENSE



VANILLA  
ABSOLUTE

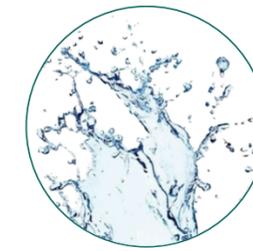
# Kamuthraa

*Where waters meet wilderness*

Born from the shores of Marmaris and touched by the richness of African landscapes, Kamuthraa is a tribute to contrast

Fluid, floral, and deep.

A scent that celebrates difference as the root of beauty, blending sea, spice, and sacred woods into a harmonious paradox.



WATERY NOTES



BLACK CURRANT



PINK PEPPER



ROSE



ORANGE BLOSSOM



CYCLAMEN



NARCISSUS



JASMINE SAMBAC



VANILLA



AGARWOOD  
OUD



INCENSE



TONKA BEAN



PATCHOULI



BENZOIN

# Summer Collection

*The Summer Symphony Collection*

*The Summer Symphony Collection by Attar Al Has is a radiant tribute to the sensual pleasures and fleeting magic of summertime.*

Each fragrance is a sun-drenched chapter in a vibrant olfactory composition. Where blossoms sway in a warm breeze, citrus fruits burst with life, and soft woods echo the serenity of long, dreamy evenings.

From coastal strolls at golden hour to the kaleidoscope of colors in a summer market, this collection captures the rhythm and soul of the season.

Inspired by nature's orchestra and crafted with luminous elegance, these perfumes awaken memory, stir emotion, and celebrate the sheer beauty of living in the now. Let each scent transport you to a world where time slows down, senses bloom, and summer never truly ends.



# Anatolian Rose

*A radiant ode to sun-drenched gardens*

Anatolian Rose unfolds with the lush bloom of heritage roses, kissed by ripe apple and a whisper of saffron.

Black pepper lends a spirited edge, brightening the warmth with a spark of intrigue. Elegant yet it leaves a strong impression, it captures the soul of summer in full bloom.

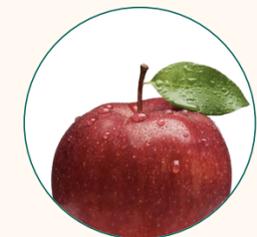
A scent of wild beauty, timeless charm, and quiet allure.



CHILI  
BERRIES



BLACK  
PEPPER



APPLE



ORANGE  
BLOSSOM



BROOM



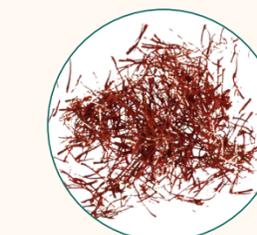
AMBER



FLORAL



MUSK



SAFFRON



CEDAR



PATCHOULI



OPOPONAX



AGARWOOD  
OUD



VANILLA



ROSE

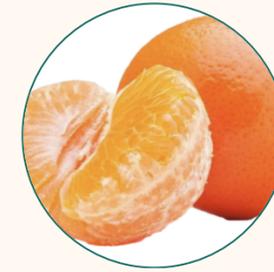
# Liberty's way

*A romantic tribute to summer nights.*

Liberty's Way blooms with orange blossom and jasmine, wrapped in soft tea and tangerine.

Its heart beats with elegance and warmth, evoking twilight's gentle allure.

A refined, lingering scent that whispers sophistication and freedom.



TANGERINE



BLACK  
CURRANT



LAVENDER



WOODS



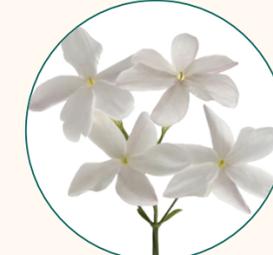
ROSE



ORANGE BLOSSOM



TEA LEAVES



JASMINE SAMBAC



MUSK



AMBER



VANILLA



VETIVER

# Skin Musk

*Surrender to the gentle warmth of Skin Musk*

Where sunlit peach, bergamot, and almond melt into soft, sensual layers.

This fragrance wraps your skin in a soothing summer glow, evoking quiet moments of serenity.

A delicate, comforting companion for sun-drenched days and golden evenings.



BERGAMOT



ALMOND



MAGNOLIA



TURKISH ROSE



JASMINE



DRY WOODS



TONKA BEAN



MUSK



VANILLA BOURBON



POWDERY NOTES

# Wonderfull Tonka

*A sensual voyage into the heart of the rainforest.*

Wonderful Tonka awakens with bright grapefruit and the crisp bite of black pepper, softened by green vegetal notes.

At its heart, Turkish rose and lavender entwine with rich cocoa and amber, unfolding in layers of warmth and depth.

Anchored by tonka bean, patchouli, and creamy vanilla, this fragrance lingers like a sunlit memory

Sophisticated, earthy, and irresistibly bold.



GRAPEFRUIT



BLACK PEPPER



MINERALS



CACAO  
POD



AMBER



LAVANDER



TONKA BEAN



VETIVER



VANILLA



TURKISH  
ROSE



BERGAMOT

# Yellow Splash

*A vibrant ode to the Mediterranean coast*

Opens with a zesty burst of bergamot and pink peppercorn.

Soft magnolia and tea drift through a breeze of cashmere woods, settling into a radiant base of vetiver and ambroxan.

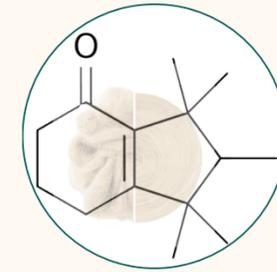
A fresh, sun-drenched scent that captures the golden essence of summer.



CARDAMOM



PINK PEPPERCORN



CASHMERE



MAGNOLIA



TEA



VANILLA



AMBER



VETIVER



WOODS



BERGAMOT

# Gold Sunset

*Escape to a Caribbean  
paradise with Gold Sunset*

Warm Ylang-Ylang and the  
scent of sunlit sand evoke a  
golden summer evening.

This sensual blend captures  
the magic of tropical sunsets  
and the elegance of woody  
depths.

A serene, sun-drenched  
dream bottled in fragrance.



BERGAMOT



PEPPERS



CARDAMOM



PETITGRAIN



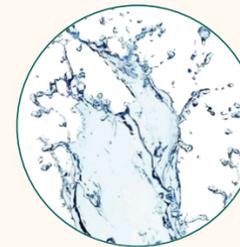
GINGER



TUBEROSE



YLANG-YLANG



AQUATICS



INCENSE



LABDANUM



PATCHOULI



SANDALWOOD



PAPYRUS



VANILLA



# Terra Mysteria Collection

*The Jewelled Aromas*

A collection that invites you to explore the mystical beauty of our world through scent. Each fragrance is a portal to a realm where nature's most precious gifts.

Glistening minerals, ancient woods, and resins born of the earth are transformed into olfactory masterpieces.

Crafted by our master perfumers with meticulous artistry, these perfumes pay homage to the splendour of gemstones and the landscapes they emerge from.

Whether it is the smoky depth of volcanic rock, the shimmer of desert crystals, or the warmth of golden amber, every creation within this collection captures the power, mystery, and elegance of Earth's hidden treasures.

Let Terra Mysteria: The Jewelled Aromas awaken your senses and elevate your spirit. Because true beauty lies in what is rare, raw, and profoundly real.



# Tiger's eye

*Inspired by the strength and golden depth of the Tiger's Eye gemstone*

a bold fragrance embodies courage, magnetism, and masculine allure

Channels the raw power and primal elegance of Earth's most untamed landscapes.



BERGAMOT



SPICES



FREESIA



IRIS



LILY-OF-THE-VALLEY



CEDAR WOOD



CASHMERE WOODS



MUSK



MOSS



AMBER



TOBACCO

# Velvet Morganite

*A tender tribute to the intimacy  
of a secret garden.*

Where lush florals and  
sun-drenched fruits intertwine  
with whispers of love and soft  
anticipation.

Inspired by the peachy-pink  
gemstone, this fragrance  
envelops the senses in a velvety  
embrace of blossoms, woods, and  
warmth, capturing the purest  
essence of harmony and  
romance.



PEACH



COCONUT



ROSE



OSMANTHUS



MUSK



LILY-OF-THE-VALLEY



FREESIA



VANILLA



PRALINE



CEDAR



AMBER



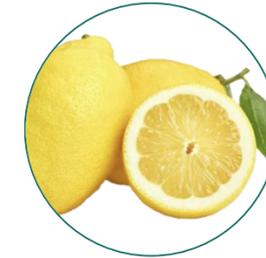
SANDALWOOD

# Ethereal Moonstone

*Inspired by the mystique of moonlight and the shifting beauty of the moonstone gemstone.*

A nocturnal symphony of citrus, florals, and warm woods.

Delicately layered from luminous lemon and Nagarmotha to blooming roses and rich amber, it wraps the wearer in an aura of quiet seduction and whispered enchantment.



LEMONS



SPICES



MIMOSA



LILY-OF-THE-VALLEY



MUSK



PATCHOULI



AMBER



ROSE



NAGARMOTHA



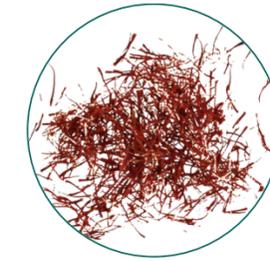
SANDALWOOD

# Wild Emerald

*Capturing the soul of untamed nature in full, vibrant bloom.*

An Earthy, green tapestry of spice, wood, and floral nuance.

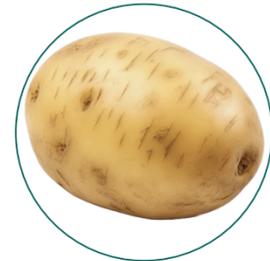
Inspired by the richness of the emerald gemstone, this verdant creation evokes the raw vitality of fertile landscapes and the deep-rooted harmony between earth and spirit.



SAFFRON



CUMIN



POTATO



LABDANUM



ROSE



VANILLA



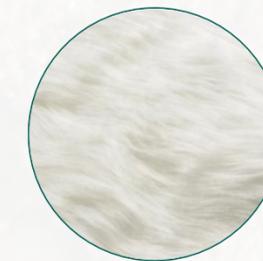
PATCHOULI



AMBER



TONKABEANS



WHITE MUSK



SANDALWOOD

# Harmonic Tourmaline

*A luminous celebration of nature's delicate interdependence.*

Where honeyed warmth, tropical brightness, and floral softness converge in perfect accord.

Inspired by the vibrant tourmaline gemstone, this fragrance embodies the beauty of symbiosis, evoking a serene world where every living element moves in graceful, essential harmony.



HONEY



PINEAPPLE



CACOA



ROSE



MAGNOLIA



PATCHOULI



AMBER



VETIVER



JASMINE



SANDALWOOD

# Radiant Peridot

*Bursts forth with the exuberance of untamed nature.*

A fragrance where lush tropical fruits and sunlit florals dance atop a bed of smooth, creamy woods.

Inspired by the vibrant energy of the peridot gemstone, it channels the spirit of renewal and vitality.

An ode to endless summer and the boundless joy it brings.



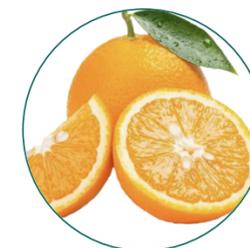
LYCHEE



RED BERRIES



PRALINE



ORANGE



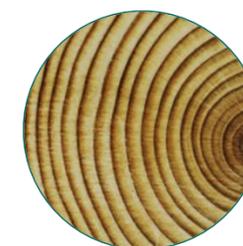
LILY-OF-THE-VALLEY



YUZU



JASMINE



CEDAR  
WOOD



TONKABEANS



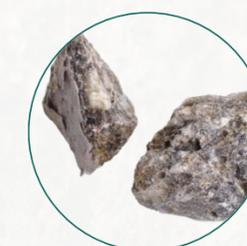
MUSK



VANILLA



AMBER



BENZOIN



SANDALWOOD