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LOOK BOOK

INTRODUCING



HARLOWE PARFUM

A NEW ERA OF SCENT

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Discover fragrance reimaged

MODERN, MINDFUL FRAGRANCE

Harlowe Parfum is an Australian niche fragrance house crafting modern, mindful scents that speak to both emotion and individuality. Each fragrance is consciously formulated in small batches and hand-poured in Australia — designed to evoke, not imitate.

We are not a dupe house.

Every Harlowe fragrance is a true original: artistically composed, rooted in vision and emotion, and built to stand apart.

This is luxury, redefined—thoughtful, genderless, and unmistakably elevated.

Our ethos is grounded in:

- Modern minimalism
- Conscious luxury
- Individuality without boundaries

We design elevated, intentional fragrances that feel personal — not prescribed.



WHAT SETS US APART

- **Australian made & hand-poured**
- **Vegan & cruelty-free**
- **Genderless** fragrances, made for all
- **100% original** creations — never dupes
- Consciously formulated with **safe synthetics**
- **Free from phthalates, parabens & synthetic dyes**
- **Sugarcane-derived** alcohol base
- **25% perfume oil concentration** (extrait strength)
- **IFRA-certified** to global safety standards
- Full **ingredient transparency**
- **Ethical, small-batch** production
- Minimalist, **design-led packaging**
- Australian branding and packaging design

THE SIGNATURE FIVE BY HARLOWE PARFUM

We're proud to unveil our signature range —
five 100ml eau de parfums, crafted for her, for him, for everyone.
Bold, modern, and genderless by design, each scent reflects
Harlowe's vision of contemporary luxury and universal appeal.

This collection is designed to resonate — premium presentation,
strong shelf presence, and storytelling that sells.

RECOMMENDED RETAIL

100ML BOTTLES

RRP \$199

SIGNATURE SAMPLE PACK

(5 x 3ml vials)

RRP \$59





ROSE HAZE

Inspired by the mystique and romance of the Middle East, Rose Haze captures the timeless elegance of velvety rose petals dipped in golden caramel and entwined with the golden, earthy warmth of saffron. An intoxicating rose of contrast, balancing fresh and spicy, florals and gourmand, creating a scent haze that lingers on the skin — seduction in a bottle.

Rose Haze isn't bound by rules. A rose made for every skin, genderless, addictive, unexpected, smells just as incredible on a man as it does on a woman, and everyone in between.

NOTES

Top: Bergamot, Pink Peppercorn, Saffron
Middle: Rose, White Flowers, Patchouli
Base: Caramel, Vanilla, Musk

INGREDIENTS:

Alcohol (100% derived from sugarcane), Parfum, Linalool (orange oil, elemi oil, pink peppercorn oil), Citronellol (aroma molecule), Limonene (orange oil, elemi oil, pink peppercorn oil), Benzyl Salicylate, Geraniol (aroma molecule), Citral (orange oil), Eugenol (natural), Isoeugenol (natural), Benzyl Alcohol (preservative).



PINK LEGACY

Inspired by the legendary beauty of the 'Pink Legacy' Diamond, this scent is a sparkling floral blend as captivating as the gem it embodies. Drawing from the whimsical charm of vintage couture, it conjures visions of silk ribbons, flowing tulle skirts, and delicate frills.

Pink Legacy opens with bright, sparkling top notes of juicy pear and mandarin. Pink pastel-colored blooms take center stage — dewy rose and musk intertwine, evoking the sweetness of sugar-kissed cotton candy clouds. This fragrance is a celebration of sweetness, florals, and gentle sensuality.

NOTES

Top: Bergamot, Mandarin, Pear

Middle: Rose, Jasmine, Orange Flower, Peony

Base: Maltol, Amber, Musk

INGREDIENTS:

Alcohol (100% derived from sugarcane), Parfum, Limonene (from bergamot oil, mandarin oil, orange extract), Citronellol, Linalool (from mandarin oil, bergamot oil, orange oil), Citral (from bergamot oil, mandarin oil, orange oil), Geraniol (from bergamot oil), Farnesol (from bergamot oil).



BONDI AFTERNOON

As the sun sets, bars and restaurants come alive — drinks and cocktails on deck, laughter and stories unfolding. Capture the atmosphere of a Bondi Afternoon: relaxed, effortlessly cool, and always memorable.

NOTES

Top: Bergamot, Cardamom, Elemi
Middle: Fig Tree Wood, Ambroxan, Cedarwood
Base: Sandalwood, Incense, Musk

INGREDIENTS:

Alcohol (100% derived from sugarcane), Parfum, Limonene (cedarwood oil, orange oil, olibanum extract, elemi oil), Linalool (orange oil, olibanum extract, elemi oil), Geraniol (aroma molecule), Citral (orange oil), Benzyl Benzoate.





ASTAIRE

A sunlit library, amber light pouring over pages, an open bottle of cognac untouched for hours. Dance through life with Astaire, a scent that is timeless and genderless. Effortlessly versatile, it is the perfect companion for day or night. With its cool, modern vibe, it's set to become your new signature scent, leaving an unforgettable impression wherever you go.

NOTES

Top: Bergamot, Saffron, Amber

Middle: Rose, Gaiac Wood, Patchouli

Base: Sandalwood, Whisky, Tobacco, Amber Woods

INGREDIENTS:

Alcohol (100% derived from sugarcane), Parfum, Hexyl Cinnamic Aldehyde (aroma molecule), Linalool (orange oil, thyme oil), Limonene (orange oil, eucalyptus oil, thyme oil), Coumarin (cistus labdanum extract), Citronellol (orange oil), Alpha-Isomethyl Ionone (aroma molecule), Eugenol (natural), Isoeugenol (natural), Geraniol (thyme oil), Cinnamyl Alcohol (benzoin extract), Citral (orange oil), Benzyl Benzoate (benzoin extract), Benzyl Alcohol (preservative), Amyl Cinnamal (aroma molecule).

Parfum contains cedrene oil, patchouli oil, guaiacwood oil, orange oil, eugenol, benzoin extract, eucalyptus oil, cypril oil, orange oil, cognac oil, cistus labdanum extract, thyme oil, vetiver oil, and wormwood oil.



SMOKED VELVET

A candlelit jazz bar, smoke in the air, secrets shared in shadows. Smoked Velvet wraps you in soft cashmere and quiet power. Notes of dry cacao, smoky woods, orange, cedarwood, and smooth vanilla unfold with understated elegance — a scent for those who live in contrast: soft, strong, unforgettable.

NOTES

Top: Chocolate, Clove, Pepper, Orange

Middle: cedarwood, Amber

Base: Balsamic, Vanilla, Nutty

INGREDIENTS:

Alcohol (100% derived from sugarcane), Parfum, Isoeugenol (natural), Benzyl Cinnamate (Peru Balsam Extract), Eugenol (natural), Linalool (pink peppercorn oil), Benzyl Benzoate (Peru Balsam extract), Limonene (pink peppercorn oil). Parfum contains cedarwood oil, guaiacwood oil, pink peppercorn oil, patchouli oil, Peru balsam extract, and cade oil.





PARFUM DISCOVERY SET

Discover your signature, one spritz at a time. Introducing our exclusive perfume discovery set — a curated selection of five exquisite fragrances, each housed in a convenient 3ml spray vial.

This set invites you to explore the artistry of scent, allowing you to experience the depth and character of each perfume before committing to a full bottle. Perfectly sized and travel-friendly, these vials are ideal whether you're jet-setting across the world or simply embracing the day ahead.

5 x 3ml spray vials



**BECOME A STOCKIST OF
HARLOWE PARFUM**

If you are interested in carrying our exquisite fragrances and would like to receive our comprehensive line sheet — including detailed product information, pricing, and ordering procedures — please contact us using the details below.

We welcome any enquiries and look forward to the opportunity to collaborate with you in bringing Harlowe's elevated scent experience to your clientele.

EMAIL

orders@harloweparfum.com.au

WEBSITE

www.harloweparfum.com.au

INSTAGRAM

[@harloweparfum](https://www.instagram.com/harloweparfum)

THANK YOU FOR CONSIDERING
HARLOWE

Luxury Perfume, reimagined.

Modern, genderless, unforgettable.

We're not just a scent

— this is a mood, a moment, a movement.

Let's redefine the fragrance experience together.

Terri xxx

TERRI BARAKAT
FOUNDER





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