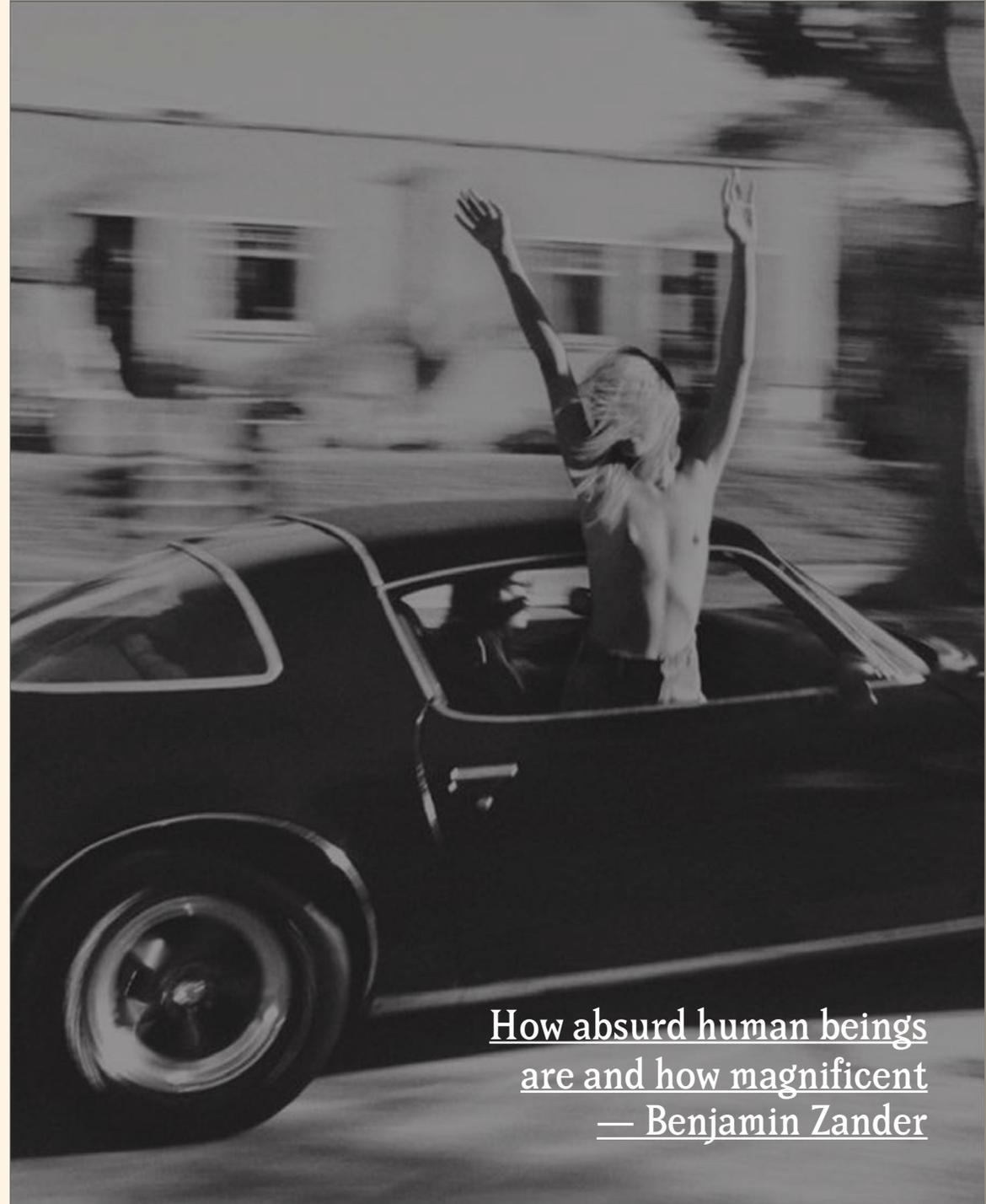




CONTRADICTIONS IN

Scents inspired by
human nature, in all
our contradictions.

ilk



How absurd human beings
are and how magnificent
— Benjamin Zander



Contradictions in scent

ILK is a niche fragrance house with a collection of layerable unisex scents based on compelling stories inspired by human nature. We use only the highest quality ingredients, harmonious blends of both classic and surprising notes, teamed with a highly considered approach to the design of the perfume experience in all respects. We are certified cruelty free, and all manufacture & production is within 80 miles in the UK.

Our 8 unisex scents comprise of 4 layerable matching pairs. Each pair features contradictory but uniquely harmonious perfumes inspired by an emotion or personality trait. Providing the wearer with the option to apply their favourite scent individually or combine the two to amazing effect for a unique third and fourth scent.

For layering, the two opposite scents have been specially crafted to enhance and subdue different facets of the other, to create a unique and complexly rich experience for the wearer and those lucky enough to be close.

ILK offers an exclusive opportunity for customers to play with their scents like they do with their mood, environments, and desires.

The concept of contradictory and layerable perfumes is based on ILK's belief that it is the contradictions in our character that truly make us who we are and should be harnessed by perfume for ultimate self-expression.

A brave, expressive and personal perfume experience.



Scented self-expression

ILK lets the wearer be the artist.

Using perfume like a scent tattoo, telling a story on the canvas of the skin - to those that are receptive and defying those who aren't.

The emotions or personality traits that inspire the rich stories and define the scent notes within each perfume should spark a "that's essentially me in a bottle" moment.

ILK seeks to be a brave, expressive and personal perfume experience.

Life is a paint box of colours, emotions, and experiences - we shouldn't limit ourselves to a scent that only captures one expression of those facets.

ilk

YOUR STORY

—
A SCENT TATTOO

By originators, for originators

Contradictions In ILK co-founder, creative and olfactive director, **Annabella Fasano-Leslie**, is a new breed of creative visionary who has passionately created the collection using a unique combination of experiences and skills.

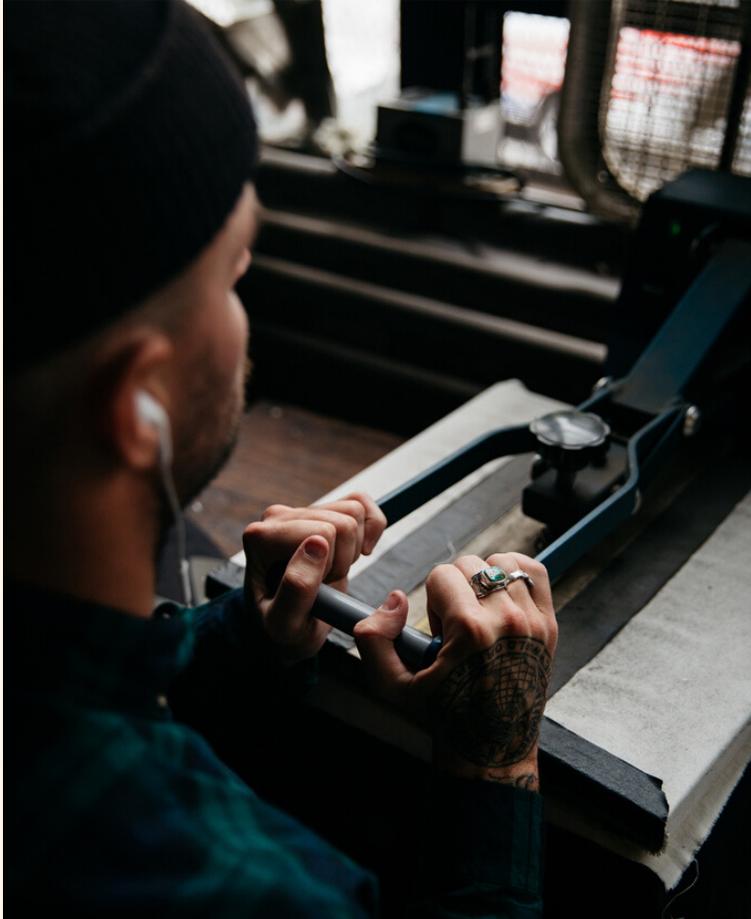
Including her devotion to perfume, she also has a background in psychology (hence the fascination in all things human!) and eight years of branding and advertising experience, working with leading creative agencies to help numerous renowned global brands define themselves.

Annabella has always used perfume as a medium to experience significant moments more deeply, to capture vivid emotions, and to help tell stories by engaging all the senses. As a result, the ILK collection provides a uniquely personal experience, inviting the wearer to participate fully in the perfume experience.

Working in partnership with **Holly Hutchinson as managing director and co-founder**, their relationship is perfected by their own melding of skills and passions. Ilk is one of 5 lines Holly has helped bring to market, including her own luxury niche fragrance Memoize London. With almost ten years' experience behind the scenes in fragrance production, and a keen appreciation of the customer experience, you could say they're the perfect pair!







Artisan and creative

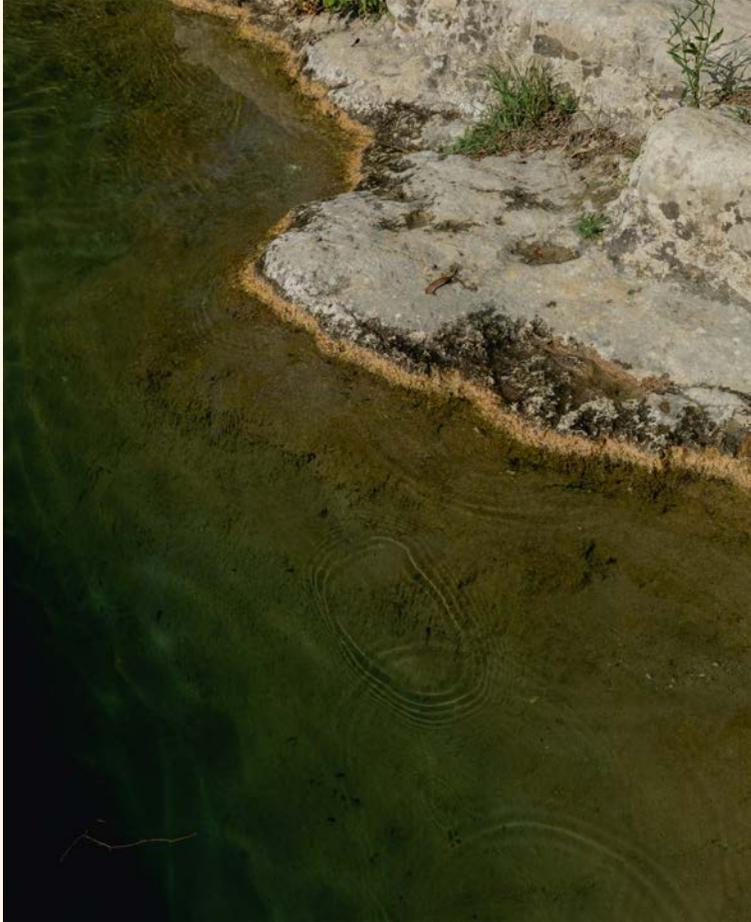
Independently British.

ILK prides itself in supporting small, independent, and expert British suppliers wherever possible.

From hand finished, artisan wooden caps crafted in Yorkshire, hand-made boxes made in Leicestershire, to a small filling house in the Lincolnshire Wolds.

All components have been given great consideration in their creation, to ensure we provide the customer with the ultimate in unique luxury experience.

We've partnered with leading perfumers – some already acclaimed, some bright emerging stars – to individually craft our layerable perfume experience.



We love our planet

Acting with conscience.

We feel that in our own way, we can help build towards a more sustainable future. We've taken action to ensure that we are acting with integrity.

All our perfumes are certified cruelty free. Almost all of our packaging and components are either recyclable and/or recycled. To limit our impact on the environment we also manufacture and produce within 80 miles here in the UK.

We have also teamed up with the World Land Trust to reduce our carbon footprint and support the preservation of 20,000 hectares of Vietnam's tropical rainforest. We continue to look for partnerships to give back what we take.

Partnerships

Marketing activations, partnerships and charitable work to date.

We started this endeavour by partnering with two talented artists.

Firstly with multi-award winning photographer, and acclaimed Royal College of Art alumni [Loreal Prystaj](#) in the development of the olfactory narrative to compliment her installation at No 20 Arts gallery. Also artist Sally Whelen who took inspiration from our scents Libertine & Virtuous to explore polarity, sexuality, gender, enlightened states of being, embodiment, and the integration of one's shadow self.

We also worked with Work For Good to support business enterprise charity [LaunchIt UK](#), with 10% of sales across the week of Small Business Saturday.

We've also found like minded female founder friends behind the Dragons Den backed vegan handbag brand [Frida Rome](#). Sampling within their orders for a limited period – and planning a joint event to bring our like-minded audiences together for an evening of fun.

For our new duo of scents, Human and Nature, we wanted to explore a new dimension to the scent. Whether in-store or on our website by listening to the paired sound designs by sound artist and poet [Latekid](#), or finding out how other makers and creators inhabit the cities they call home.

With insights from visual artist and alumni of the Royal College of Art [Loreal Prystaj](#), British National Portrait award winning photographer [Joe Horner](#), Dazeen nominated architects [Vatras](#), and sustainable floral sculpture artist [Genevieve of Strange Field Flowers](#).

Additionally we've teamed with another charity, Trees For Cities – donating 10% of all sales of Human and Nature to help them improve wellness in communities via the propagation and planting of trees in cities across the world.

Distribution & marketing

Distribution Roll Out end of 2021-22:

Intentions –

Middle Eastern Market Expansion

Lithuania, Latvia, Estonia – further 4 doors

Germany – further 5 doors | UK – 10 doors

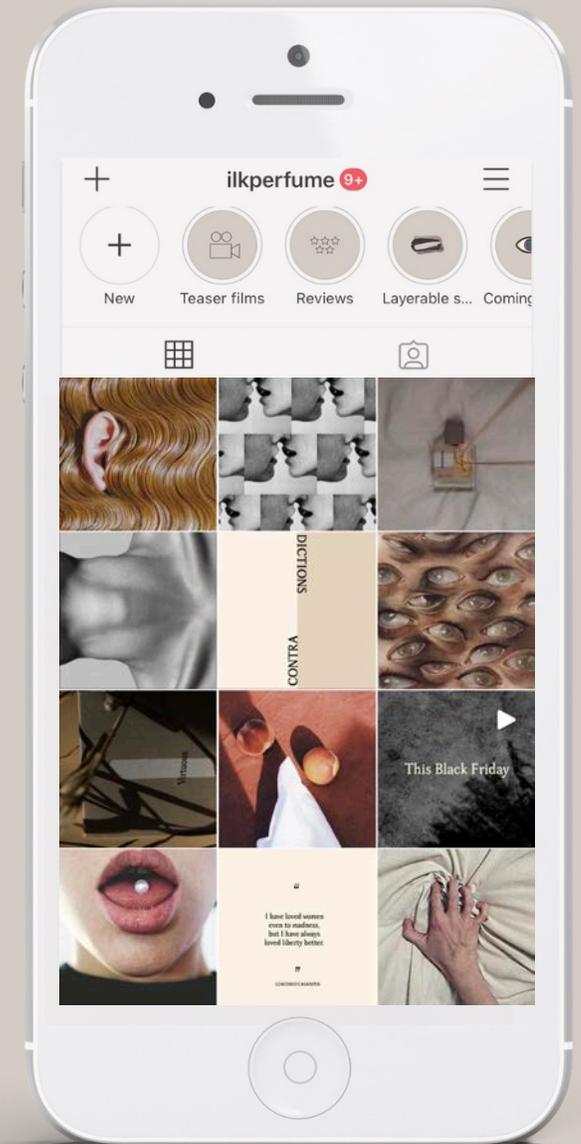
Romania – 3 doors | Norway – 3 doors

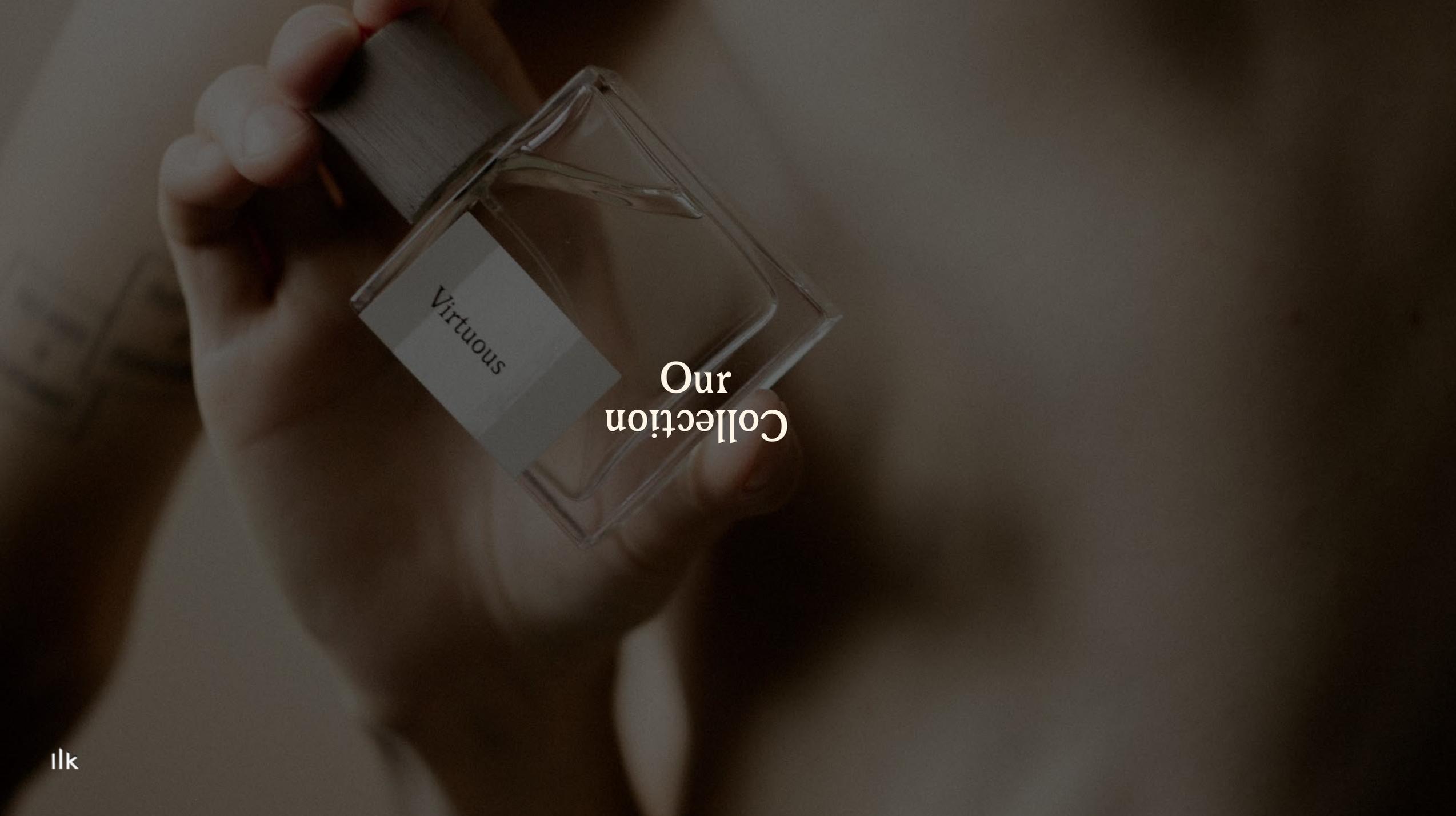
Italy – 10 doors | Poland – 2 doors | Taiwan – 2 doors

Marketing activations, partnerships and in-store:

Print and online pr seeding, and continual social media growth is planned in regards to followers and influence in the market. We aim to secure further exposure by partnering with international influencers, brands and investment in paid for advertising.

We are also bolstering our online experience for our customers by providing a fragrance selector tool online. For retailers we have hand crafted wooden POS displays for our 50ml, branded tote bags, wrapping paper and blotters available.





Our
Collection

Virtuous

Prices: 50ml £125rrp, 7.5ml x 2 set £59rrp, Discovery set 8 x 2ml £48rrp

ILK's opening collection

Human & Nature

Human - manmade and human only, drumming with the pulse of human experience.

Nature - blossoming flora in the heart of the city, as the sun rises on a new day.

Devious & Sincere

Sincere - an enrobing expression of profound love.

Devious - an exploration into the sour edge of one's mind.

Libertine & Virtuous

Libertine - inspired by an encounter with the notorious Casanova.

Virtuous - a divine scent in the truest sense.

Fantasiist & Realist

Fantasiist - an enchanted night at the circus, a delectable treat.

Realist - in the mountains of Japan, we follow a monk's quest to achieve enlightenment.

Infatuated & Nonchalant

Infatuated - the all-consuming experience of a lovelorn teenager.

Nonchalant - a glimpse into the glamorous cool of Paris's most renowned Femme Fatale.







Limited
Collection

ILK's limited collection

Human & Nature

Human – manmade and human only, drumming with the pulse of human experience.

Nature - blossoming flora in the heart of the city, as the sun rises on a new day.





Devious —

Inspired by the sour edge of one's mind, an odoriferous delve into the forbidden thoughts that whirr silently without censor. A drunken, drowsily lulling scent capturing the stirring but poisonous effect you can have on your own mind when over-indulging in dark, devious thoughts.

T: Spiced Bergamot, Bitter Almond, Amaretto

M: Cherry Liqueur, Chambord, Cyanide, Nutmeg

B: Cardamom, Tonka, Vanilla, Sandalwood.



Sincere —

This scent is as sincere as a mother's love or the first burning flush of giving your heart to love another.

Peach fuzz draws you closer, to rest your head atop the cosseting condensed milk and almond sweetness set against skin.

Grounded by the warm notes of ambrette and saffron and the purity of white flowers intermingled with gentle creamy resinous qualities of sandalwood.

This is a lulling scent that encourages you to nuzzle and caress.

T: Peach Nectar, Warm Milk, Ginger blossom

M: Creamy Ylang Ylang, Orris, Ambrette

B: Saffron, Amber, Coconut Musk

Layer Devious on top of Sincere for a true “amaretto sour” sticky cherry spice. Or swap around for a softer pure almond and cream lift.





Libertine —

This scent story is set in a palazzo in Venice, home to Casanova - the most famous libertine of all time. Lacking in moral principles, a sense of responsibility or sexual restraint - dare you be in his presence?

You can smell his favourite tippie of cordial orgeat - the bitter almond, orange flower and brandy tickle your lips and nose, as well as your other senses.

It's intoxicating, the smell of gunpowder from the dueling pistols wistfully intermingling with the beeswax candles.

With one hand you might pass him a single rose, with the other remove your mask and dash it into the canal below.

T: Bitter Orange, Cognac, Wax

M: Orange Flower, Dark Rose, Cumin, Saffron

B: Casanova Leather, Amber, Dark Woods



Virtuous —

As Dante once said "*Beauty awakens the soul to act,*" and this virtuous scent is beautiful and stirring in equal measure.

Transporting your soul to the bucolic Tuscan countryside where you will follow in the shadow of a Carthusian monk.

Breathing in the scent of the herb garden, cold stone walls, leather bound books and lingering incense.

T: Watery Basil, Thyme, Wormwood

M: Stone steps, Sage, Lily, Sacred Violet

B: Ancient incense, Oakwood, Moss, Worn Leather

Layer Libertine over Virtuuous for a more intense hit of brandy and orange. Or flip for a softer projection of stone and rose. For a heady aromatic edge multi spritz Virtuuous on top.





Fantasist —

This scent invites you to pull back the heavy silk curtain and take a seat for a night at the circus. Prepare to feast your eyes on the extraordinary, inexplicable, the dazzling. But first, ground yourself and take in where you are.

The smell of syrupy caramel bubbling, ready to enrobe the candy red apples lined up like soldiers. Traipsing in the crisp autumn dusk past the circus camps, trying to sneak a peek of the performers in companionable silence around the billowing bonfire.

The heat and greasepaint rising and warming the nearby scent of soft hay from the animal pens. Intermingled with the mountain of bouquets sent to Tedi Clausen, the legendary unicorn tamer.

T: Grapefruit, Cannabis, Pink Peppercorn, Apple

M: Arabian Jasmine, Coffee

B: Tonka Bean, Incense, Musk, Pink Praline



Realist —

Inspired by the ancient Buddhist incense ceremonies in Japan. This scent story follows a monk's journey up a mountain and captures his enlightened spirit as the moon slips away giving rise to morning.

Exploring the olfactory passage from cold night to daybreak and the effect it has on the smell of the crisp mountain air, forest trees, and the few belongings he's brought with him - including a yuzu and his incense for prayer.

T: Bergamot, Lemon, Yuzu, Pepper

M: Marine, Petitgrain, Cedarwood, Rose, Black Tea

B: Vetiver, Everlasting Flower, Amber, Incense, Hinoki Wood

Layer Fantasist over Realist for a greener fresh scent. Or the other way around if you like things fruity.





Nonchalant —

Inspired by a woman who carried her numerous accolades and characteristics with all the breeziness that French women are famous for. The first black film star, world renowned dancer, bi-sexual, wartime spy and American expat living in Paris - Josephine Baker is still the epitome of timeless, glamorous cool.

This scent transports you to her dressing room where she has just coolly countered her many different facets all at once. As soon as the coast is clear she indulges in a dramatic moment, just for her own pleasure, hurling her powder puff across the room.

It creates a plume of scent - from the bowl of berries, untouched champagne coupe and the countless bouquets of roses around her. Even the coolest cat deserves a melodramatic moment.

T: Juicy Orange, Raspberry and Red Berries, Pepper

M: Cinnamon, Geranium, French Rose, Cistus, Violet, Orange Blossom, Brandy

B: Patchouli, Musk, Olibanum, Benzoin, Vanilla.



Infatuated —

This scent is an ode to the all-consuming experience of unattainable love, a momentary olfactory glimpse into the whirring thoughts of a lovelorn teenager driven to obsession by their teacher. In their usual hiding spot laying on the grass daydreaming, only the scent of pear and ginger crumble wafting from kitchens can break their train of thought.

Unconsciously chewing on the rubber ended pencil, they wonder what their teacher is thinking about right now, what their lips taste like, if they noticed that their fingers nearly touched today...

T: Pepper, Apple Blossom, Pear, Custard

M: Juniper, Saffron, Cedarwood, Lavender, Wet Grass Accord, Rubber Accord

B: Dry Amber, Frankincense, Sandalwood, Vanilla, Musk, Tonka Bean, Oud

Layer Nonchalant on top of Infatuated for a spicy berry twist. Or the other way around for a dark wood ambery finish.





New Limited
Collection



With this new limited duo, instead of recreating the contradictions in **'human-nature'** we flipped it on its head and created an olfactory comment on the contradictory yet symbiotic relationship between humans and nature.

An olfactive experience of home and the natural environment in the concentrated apex of the city — something that became so familiar yet experienced anew over the last two years.

Inspiration

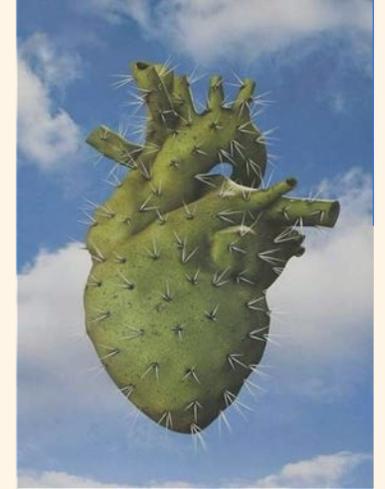
Intended to highlight and explore the relationship between Man and Nature through scent. These will initially be available on our website and exclusively at Selfridges (for 5-6 months) - then via our international stockists.

Capturing the contradiction between the natural world and that constructed by man. An olfactory comment on how this symbiotic relationship has the potential to be each others greatest strength or weakness. Layered together they will achieve the balance we strive for, and recreate the intersection between man and nature.

Human inspired by a man made city-scape.
A melting-pot of communities living side by side.

The other, Nature - found alongside this environment in our window boxes, parks and hedgerows.

This collection was partly inspired by our stockist [Selfridges Project Earth](#) initiative (shining a light and working with brands that bring back something to the community, planet etc).



The in-store experience

We want wearers to explore a new dimension to the scent, whether in-store or on their website, **by listening to the paired sound designs by sound artist and poet Latekid (previous collabs include Louis Vuitton, The V&A museum and Bape), or finding out how other makers and creators inhabit the cities they call home.**

With insights from visual artist and alumni of the Royal College of Art Loreal Prystaj, British National Portrait award winning photographer Joe Horner, Dazeen nominated architects Vatraa, and sustainable floral sculpture artist Genevieve of Strange Field Flowers.

HOW?

Hand out the unique postcard with the QR code on the back, encouraging them to scan and listen to the soundscapes whilst smelling. On the website they'll also find exclusive content from other makers and creators.

You can listen to the olfactory sounds by LateKid and find exclusive on our website [here](#) or scan the QR code



SCAN TO LISTEN

Loreal Prystaj

Visual Artist



Joe Horner

Photographer



Latekid

Sound Artist



Laurie Chetwood

Architect & Artist



Genevieve Garner

Floral Sculpture



Each product is unique, a piece of art

We have worked closely with British artisans on the creation of their packaging, including an expert team of international perfumers based in the UK.

Human:
Perfumer Elodie Durade (Vegan & cruelty-free)

Nature:
Perfume Tristan Badard (cruelty-free)

Boxes: Handmade in Leicester by artisans using recycled Italian paper, with a carbon payback on all paper packaging via the World Land Trust, with the replanting and preservation of a rainforest in Vietnam.

Art: Each cap is handmade by an artist Daniele Rubino in her studio. These are made with eco jesmonite and resin with either dried dandelion seeds or offcuts of metal from the studio waste. Recommended second life - turn upside down as a mini plant vase or paper weight. Each is handmade and unique. Additionally each box will contain a limited run A5 print from Joe Horner – British National Portrait winner and featured in Elle and Vogue.

Nature: You will even be able to plant your own tribute to nature with the wildflower seed infused postcards included inside each box.

Charity: Additionally, 10% of sales (not profits) of the first batch (5% thereafter) will go to support the improvement of communities with the planting of trees in cities, with the charity Trees For Cities via Workforgood. They work internationally as well as the UK.

A note from Annabella – Creative & Olfactive Director

"With this new duo, I wanted to create a homage to the olfactive experience of home and nature in the concentrated apex of the city – something that became so familiar yet experienced anew over the last two years.

Of late we've had many reasons to be reminded that relationships (individually, collectively, and with our environment) are key to a fulfilling life, and so we wanted to take a scented snapshot of the relationship between the man-made and natural.

Reflecting how these contradictory yet harmonious influences inform the experience of our environments – both domestic and shared. We engaged other creators in the conversation, to provide a platform for their brands and customers to actively discuss and take considered action regarding climate change and the future of consumption."



Human —

A scented snapshot devoid of nature; manufactured and mankind only - hard steel, smooth concrete, warm skin. Man-made materials drumming with the pulse of human experience, both domestic and shared.

Reminiscent of white noise and warm skin – both gently familiar but distinctly other. Powdery iris, gentle musk, warm skin, and chalky concrete enfold the other with delicacy. A touch of saltiness from the matcha creates the perfect counter to the sparkling ginger and kinetic cellophane. Creamy sandalwood, earthy moss, and just the gentlest whispers of mushroom and steamed rice complete this ode to the human experience, both domestic and shared.

Top: Steamed Rice, Chalky Concrete, Hint of Mushroom, Fresh Ginger

Heart: Matcha Latte, Powdery Iris, Cellophane

Base: Salt, Musk, Warm Skin, Moss, Sandalwood.

Hero notes: Skin, cellophane, rice, ginger, musk

Description: A powdery green gourmand abstract musk



Nature —

The city sleeps, but nature never does. An olfactory glimpse at nature's blossoming flora in close proximity with the human experience of city living, as the sun rises on a new day.

Ripe, generous, flourishing, lush, and verdant – nature in the city is defiant and all the more intoxicating for it. Morning dew adorns the cool green ivy on the sun-soaked balcony, and the marsh marigolds dance to the hum of the bees overhead.

The generous magnolia, honeyed and citrus, contrasting with patchouli's proud musked earthiness, jointly tremor as they release their scent into the warm still air. Fruity green geranium, lush grassy vetiver, resinous yet aromatic cardamom, and sensual oakmoss sing in perfect harmony.

Top: Cardamom, Morning Dew, Magnolia, Nettle

Middle: Geranium, Ivy leaves, Marsh Marigold

Base: Vetiver, Oakmoss, Patchouli

Hero notes: Ivy, morning dew, patchouli, nettle, magnolia

Description: Green floral

DEVIOUS &
SINCERE

Devious —

An exploration into the sour edge of one's mind.

Cherry liqueur, bitter almond, sandalwood, cyanide & nutmeg.

Sincere —

An enrobing expression of profound love.

Ylang ylang, peach, almond, saffron & milk.

FANTASIST &
REALIST

Fantasia —

An enchanted night at the circus. A delectable treat.

Apple, jasmine, tonka bean, cannabis & rose.

Realist —

In the mountains of Japan, we follow a monk's quest to achieve enlightenment.

Hinoki wood, black tea, yuzu, ozone & vetiver.

INFATUATED &
NONCHALANT

Infatuated —

The all-consuming experience of a lovelorn teenager.

Pear, grass, rubber, amber & oud.

Nonchalant —

A glimpse into the glamorous cool of Paris's renowned femme fatale Josephine Baker.

Red berries, geranium, raspberry, cinnamon & patchouli.

LIBERTINE &
VIRTUOUS

Libertine —

Inspired by an encounter with the notorious Casanova.

Casanova leather, orange, beeswax, rose & cumin.

Virtuous —

A divine scent, set in a monk's herb garden in the bucolic Tuscan countryside.

Cold stone, worn leather, basil, sage, violet & incense.

HUMAN &
NATURE

Human —

A scented snapshot of the urban landscape; white noise, warm hands & concrete walls.

Skin, cellophane, rice, ginger & musk.

Nature —

Flora and fauna in the heart of the city, warming in the heat of the rising sun at the start of a new day.

Ivy, morning dew, patchouli, nettle & magnolia.



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the sun. We love a chat.

