



**D I N N A N D**

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*The real way to say what you need*





# DIMA:ND

*The real way to say what you need.*

As sharp as falcon eyes, **DIMA:ND** recognizes itself as an ultimate brand that understand individual fashion sense all over the world. A characteristic that we can associate with falcons which can be found all across the globe. Like the migratory falcons, **DIMA:ND** prides itself on its ability to pair the profound knowledge of French perfumery and its history with the heritage of the Ancient Arabic perfumery in its seamless creativity.

The name is derived from the word "demand" which comes from the Old French word *demander*, meaning "ask, make inquiry" or the more powerful meaning as a very firm statement that you want something. **DIMA:ND** knows what people wants, what people needs, connecting the heritage of the past in today's modern fashion.

With diving speed of up to 200mph, falcons are the fastest creatures on the planet. As falcons are known for their incredible hunting skills, **DIMA:ND** methodically creates in its perfumery plant in Paris, France a line of scents that captivates the exact aromas that people desires in every bottle.

**DIMA:ND** presents **Falcon Line of Eau de Parfum.**



# Falcon Names

FOR DIMA:ND PARFUM

English Name	Latin Name	French	Dimand Name	Color
Lanner Falcon	Falco biarmicus	Faucon Lanier	<b>Lance FALCON</b>	Black
Merlin	Falco columbarius	Faucon Émerillon	<b>Emaurri FALCON</b>	Black
Eleonora's Falcon	Falco eleonora	Faucon d'Éléonore	<b>Eleanor FALCON</b>	Pink
Sooty Falcon	Falco concolor	Faucon Concolore	<b>Clémence FALCON</b>	Pink
Eurasian Hobby	Falco subbuteo	Faucon Hobereau	<b>Désiré FALCON</b>	White
Peregrine Falcon	Falco peregrinus	Faucon Pèlerin	<b>Arluin FALCON</b>	White
Grey Kestrel	Falco ardosiaceus	Faucon Ardoisé	<b>Amarante FALCON</b>	Red
Amur Falcon	Falco amurensis	Faucon de l'Amour	<b>Rouge FALCON</b>	Red
Aplomado Falcon	Falco femoralis	Faucon Aplomado	<b>Apolline FALCON</b>	Gold
Eurasian Hobby	Falco subbuteo	Faucon Hobereau	<b>Hubert FALCON</b>	Gold

This is a true story of falcons  
but the names of the characters  
are created by **DIMAND.**





## FAUCON LANIER

Lanner falcon  
(Falco biarmicus)



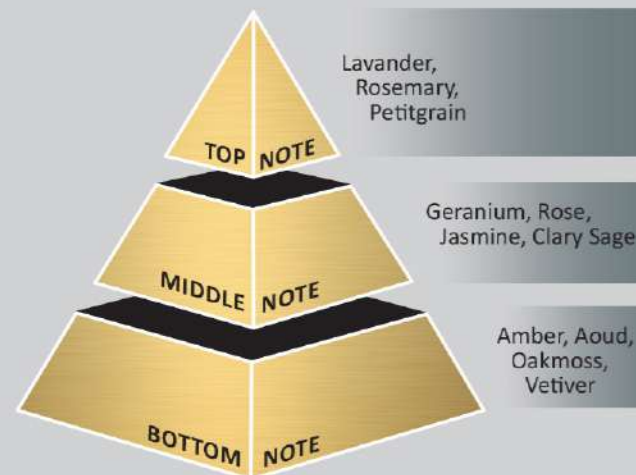
# Lance FALCON

EAU DE PARFUM

A Lanner Falcon is quite slender, with a long barred tail and relatively blunt-ended wings that are dark at the tips. It is usually fairly silent, but at his breeding site may give a variety of screams and cackling calls. It usually hunts during the day but not always, chasing and seizing prey in the air and sometimes from the ground. It have even learned to follow human hunters, taking prey that they flush.

**DIMA:ND** captivated the power of a Lanner Falcon into **Lance FALCON Eau de Parfum** which is a French name meaning "land". This stunning bottle encloses the Aoud blended with a combination of Rich Spices.

REFERENCE NUMBER: 10001





# FAUCON ÉMERILLON

Merlin  
(Falco columbarius)



# Emaurri FALCON

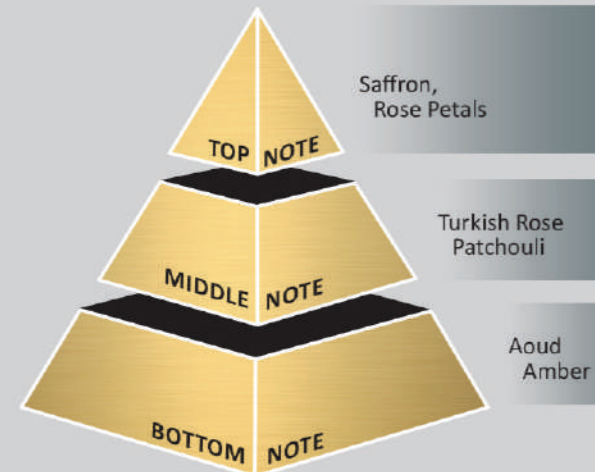
EAU DE PARFUM

Merlins are mysterious and philosophical, very distinctive among the falcons. There is a black streak running through the centre of the feathers on the upper parts, and its light reddish-brown chest has large, dark brown speckles.

Merlins rely on speed and agility to hunt their prey. It often hunt by flying fast and low, typically less than 1 m above the ground, using trees and large shrubs to take prey by surprise. Despite their small size, Merlins look powerful in flight; they flap their wings faster than Peregrine falcons. Merlin is a strong and manoeuvrable flier which will readily attack anything that moves conspicuously.

DIMA:ND concealed the mystery of a Merlin in a bottle and named it **Emaurri FALCON Eau de Parfum** as it means work-power in French. Every mist of luminous concentrate of aoud is spiritual after which develops to an intense base of Aoud and Oakmoss

REFERENCE NUMBER: 10002







## FAUCON D'ELÉONORE

Eleonora's falcon  
(Falco eleonora)



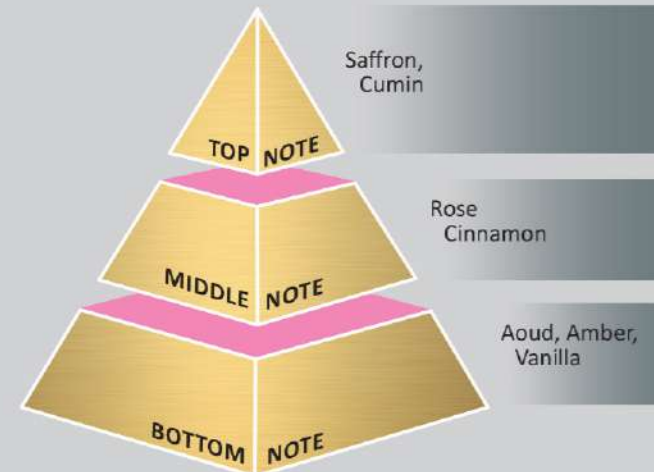
## Eleanor FALCON

EAU DE PARFUM

Eleonora's falcon is a fairly large and slender falcon, with long, narrow wings and a relatively long, rounded tail. In flight, it can be distinguished from other, similar falcon species by the dark underwing-coverts, which contrast with paler flight feathers. Eleonora's falcon breeds later in the year than almost any other northern hemisphere bird, a behaviour that is linked to the species' other unusual feature, its seasonal switch in diet.

As inimitable as Eleonora's Falcon, **DIMA:ND** created a very distinct fragrance and named it **Eleanor FALCON Eau de Parfum**. The sweet scent from roses petals that translate into a gratifying atmosphere from the mixture of Amber and Rich White Musk.

REFERENCE NUMBER: 10003





# Clemence FALCON

EAU DE PARFUM

The Sooty Falcon or Faucon Concolor in French, is an attractive, medium-sized bird of prey with long, slender wings and a long tail. A specialist in migratory bird hunting, the sooty falcon is generally most active at dusk and dawn, when solitary individuals can be seen perched on rocks or vegetation, scanning the sky for passing migrant birds. When a bird flies overhead, the sooty falcon rapidly takes to the air, accelerating above its prey before making a low dive and seizing it in its talons. Sooty falcons form breeding pairs which either nest alone or in loose colonies of up to 100 pairs.

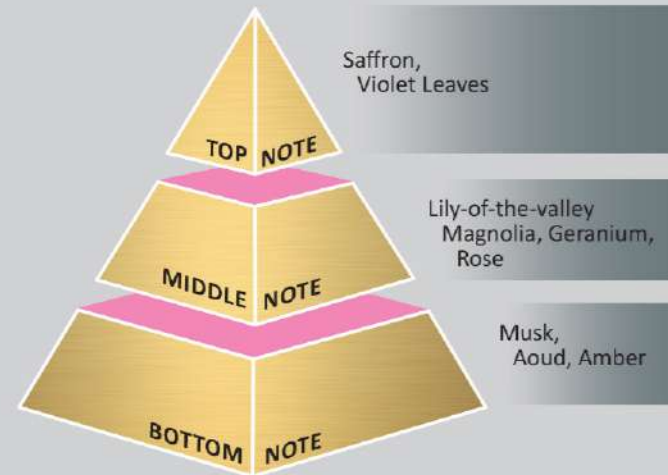
DIMA:ND created an attractive scent as eye-catching as Faucon Concolor and call it **Clémence FALCON Eau de Parfum**, a name which means gentle and merciful in French. Weather you are alone in solitary or being perky within the crowd, you remain alluring with this scent made of Roses, Patchouli and Rich Aoud.

## FAUCON CONCOLORE

Sooty falcon  
(Falco concolor)



REFERENCE NUMBER: 10004







# Désiré FALCON

EAU DE PARFUM

The Grey Kestrel, otherwise known as *Faucon Ardoisé* in French is a fairly small and stocky bird of prey with, as its common name suggests, entirely slate grey plumage, which contrasts strongly with its bright yellow eye ring, cere, legs and feet. It flies with fast, shallow wing beats, interspersed with short glides, usually low over open ground or among trees.

The upbeat vigor of *Faucon Ardoisé* was poised by DIMA:ND in this bottle of **Désiré FALCON** Eau de Parfum, a name in French which means desired. A soft harmony of white unique musk makes a flattering fragrance.

## FAUCON ARDOISÉ

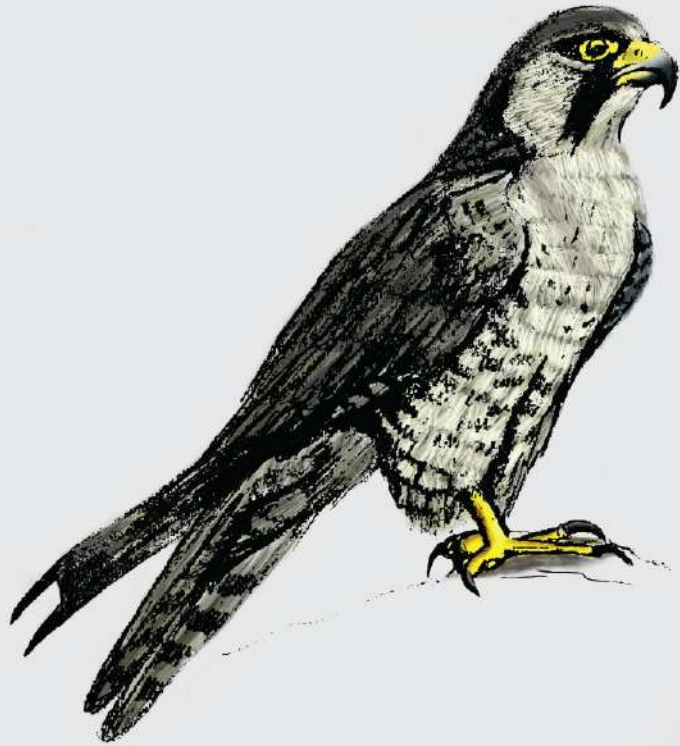
Grey kestrel  
(*Falco ardosiaceus*)



REFERENCE NUMBER: 10005

Floral/Fruity





## FAUCON PÉLERIN

Peregrine falcon  
(Falco peregrinus)



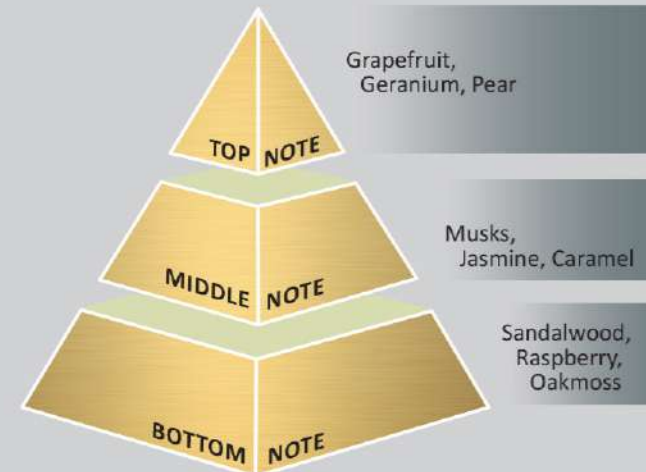
# Arluin FALCON

EAU DE PARFUM

One of the fastest species in the world, the Peregrine Falcon (*Falco Peregrinus*) may reach speeds of up to 250 kilometres per hour (155 miles per hour) or more when diving in pursuit of prey. Prey is usually caught in mid-air, although some may be taken from the ground or from water. The peregrine falcon is fast and agile in flight, and typically either chases prey at great speed, to exhaust it, or attacks it in a steep, spectacular dive, or 'stoop'. The peregrine falcon is usually found alone or in breeding pairs, with each pair maintaining a breeding territory, and often remaining together throughout the year.

**DIMA:ND** seized its vigour into a dynamic fragrance called **Arluin FALCON Eau de Parfum** which is a French name that means "noble friend". A scent from Sandalwood, Raspberry, and Oakmoss swiftly wander into your fascination.

REFERENCE NUMBER: 10006







## FAUCON KOBENZ

Red-footed falcon  
(Falco vespertinus)



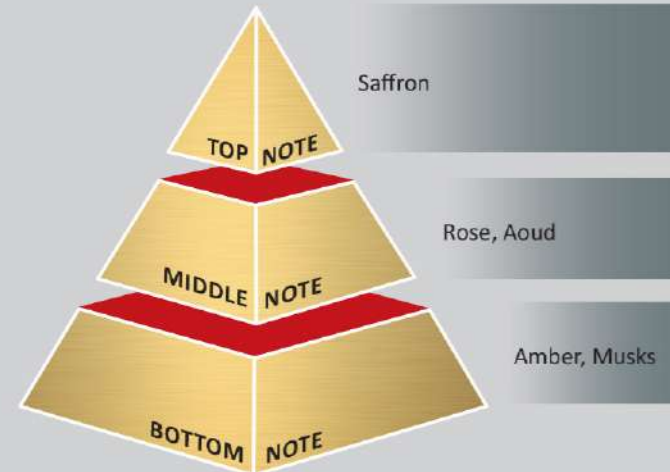
# Amarante FALCON

E A U D E P A R F U M

The graceful red-footed falcon, also known as Faucon Kobez, flies with occasional quick wing beats and longer periods of gliding while it continually adjusts its long wings and tail. The red-footed falcon (*Falco vespertinus*) is a small, slender bird of prey in which the male and female vary considerably in appearance. Its scientific species name, *vespertinus*, is Latin for 'of the evening' and probably refers to the time of the day when the red-footed falcon can be seen hunting. The red-footed falcon is a social bird and is rarely encountered singly. They roost in large colonies, sometimes consisting of thousands of birds, and the entire population migrates together.

DIMA:ND engaged the suppleness of Red-Footed Falcon into a fragrance called **Amarante FALCON Eau de Parfum**, a name in French that means "unfading". The timeless elegance from the fusion of Aoud and vanilla is everlasting.

REFERENCE NUMBER: 10007







## FAUCON DE L'AMOUR

Amur Falcon  
(Falco amurensis)



# Rouge FALCON

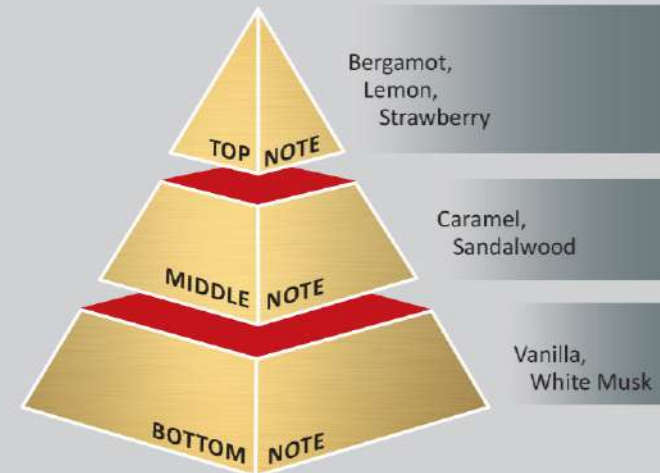
EAU DE PARFUM

A small, slender bird of prey, with long, pointed wings, the Amur falcon is noteworthy for undertaking one of the most arduous annual migrations of any bird of prey. Aided by strong winds blowing westward at an altitude of about 3000m, they are thought to fly at a height of above 1000m.

A social bird, the Amur falcon is usually found in flocks, sometimes numbering into the hundreds or even thousands, and often associates with other small falcon species such as the Falco vespertinus and Falco naumanni. Most nesting, however, is solitary, or in small colonies.

As fearless as Amur Falcon, **DIMA:ND** created a daring scent called **Rouge FALCON Eau de Parfum**. Rouge is a French name for red. A color that pronounces vitality, excitement and confidence. The blend of sandalwood, white musk and vanilla gives you a long lasting fragrance that you can relish during your busy hours until you end your day in your own solitary way.

REFERENCE NUMBER: 10008





## FAUCON APLOMADO

Aplomado falcon  
(Falco femoralis)



# Apolline FALCON

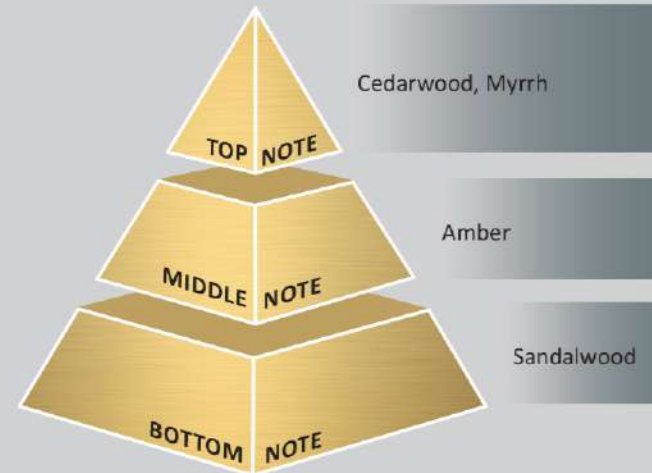
EAU DE PARFUM

A slim-bodied raptor with longish wings and tail, the Aplomado falcon has distinctive head markings, comprising a white band running above the eyes, meeting at the back of the head. They often hunt in tandem, especially when hunting birds. When the male spots a distant prey from its perch, it initiates the attack and usually the female follows it. But if she does not move, the male calls her. The female may also flush out birds from bushes and pursue them while the male hovers just above. A swift and agile flier, the Aplomado falcon employs a variety of hunting techniques and takes a wide range of prey.

As skillful as Aplomado Falcon, **DIMA:ND** chased a fragrance that gives assortment of flavors into **Apolline FALCON Eau de Parfum**. Apolline is a luscious French name chic in Paris, derived from the mythological name Apollo who was the god of sun and light. Can also derived from the French word appel which means 'call' or also from Indoeuropean element apelo that means 'strength'.

Every mist of brilliant concentrate of white musk partnered with ambergris develops to an intense base of natural Rich Gold Amber and Sandalwood is perfect for couples who love to support one another.

REFERENCE NUMBER: 10009







## FAUCON HOBEREAU

Eurasian hobby  
(Falco subbuteo)



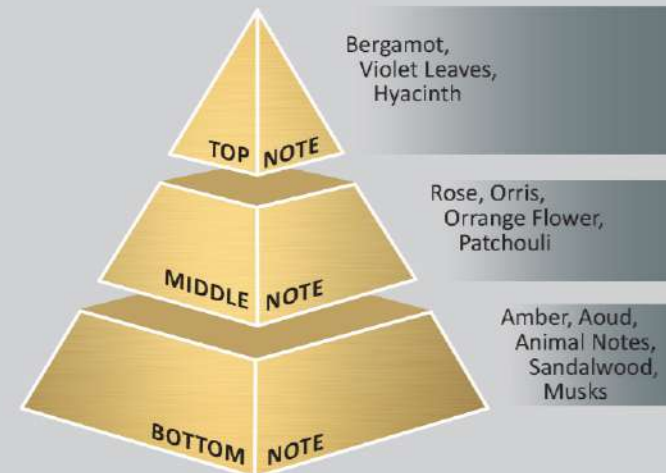
# Hubert FALCON

EAU DE PARFUM

The Eurasian Hobby also known as Faucon Hobereau in French, is a small, slender falcon with a relatively long, square tail, and long, scythe-like wings, giving it the appearance of a large swift in flight. The Eurasian hobby hunts on the wing, often at dusk, using its rapid and acrobatic flight to out-maneuvre even the most agile prey. During courtship, the breeding pair may perform spectacular aerial food-passes, in which the male passes prey to the female at lightning speed. It is often found close to rivers or wetlands, and also sometimes occurs in more urban environments. It is a very bold and courageous bird and was used in falconry.

As dauntless as Eurasian Hobby, **DIMA:ND** achieved a remarkable fragrance called **Hubert FALCON Eau de Parfum**. Hubert is French name meaning bright heart, mind, or spirit. The gallant mixture of Tuscan leather and aoud gives animated energy into your atmosphere.

REFERENCE NUMBER: 10010







## LOGO AND PACKAGING

The **DIMA:ND** logo is derived from the British pronunciation of the word “Demand”, which comes from the Old French word *demander*, meaning “ask, make inquiry” or the more powerful meaning as a very firm statement that you want something.

The triangular accents also represent beaks of falcon. Falcons are known for its sharp eyesight and agility, characteristics that embraces **DIMA:ND** brand. **DIMA:ND** sees and understand scent enthusiasts and lively delivers what they want in a perfume. The four corner studs around the letter ‘D’ in the logo signifies that surround perfume aficionados with fascinating fragrances in a wide range and that customers are valued as precious as diamonds.

**DIMA:ND** bottle resembles the body of a falcon with the four studs reflected on the translucent parts.





# DIMAND



## CUSTOMER PROFILE

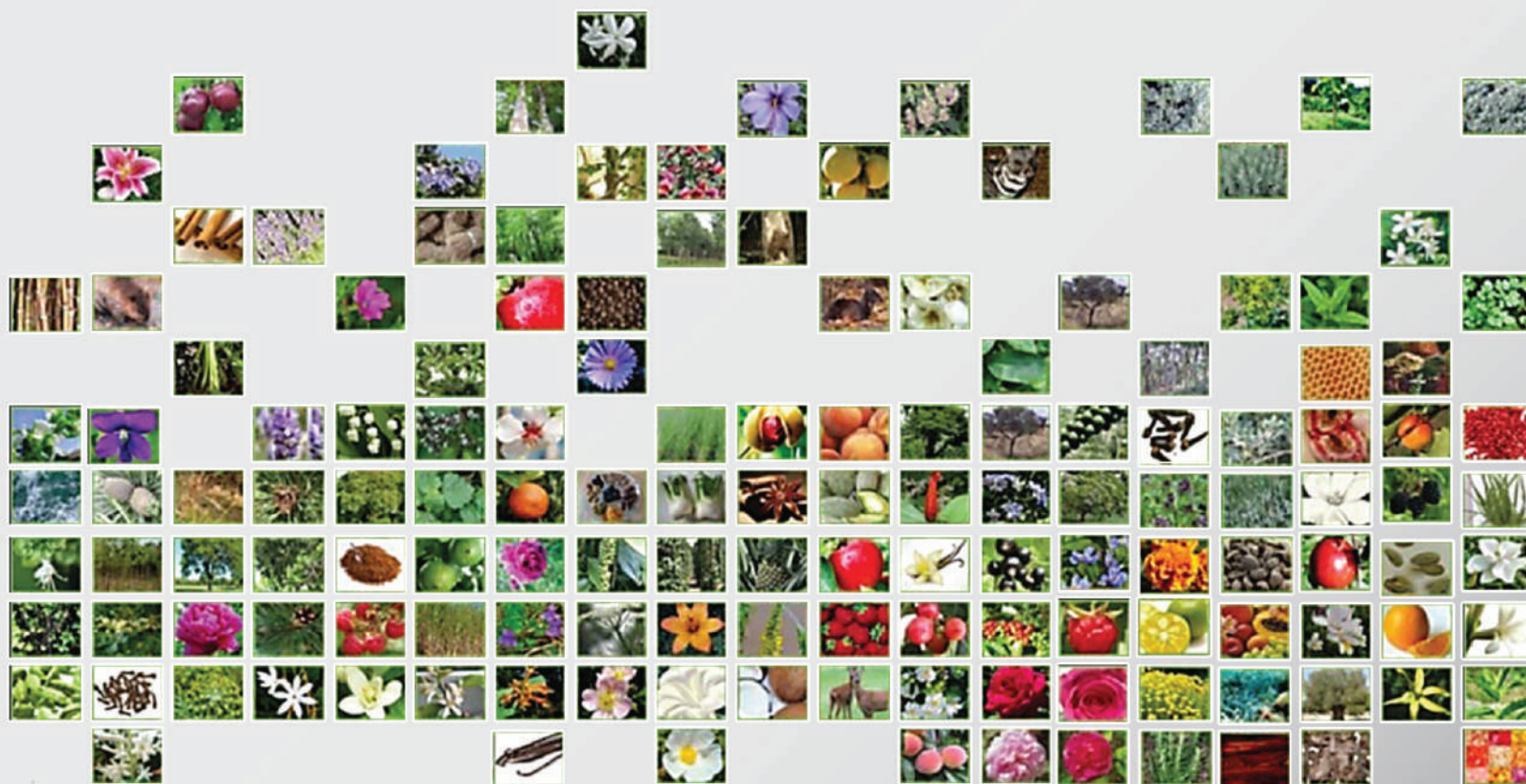
Equally liked by men and women worldwide; **DIMAND** fragrances will evolve on your skin and will always keep in the dry down the subtle and great Aoud.





# DIMAND

## INGREDIENTS





# DIMAND

de' MID-Paris **EAU DE PARFUM**



*The real way to say what you need.*

# PAPER BAG CONCEPT BIRD PERCH





## 3ML SAMPLER BOTTLE AND BOXES

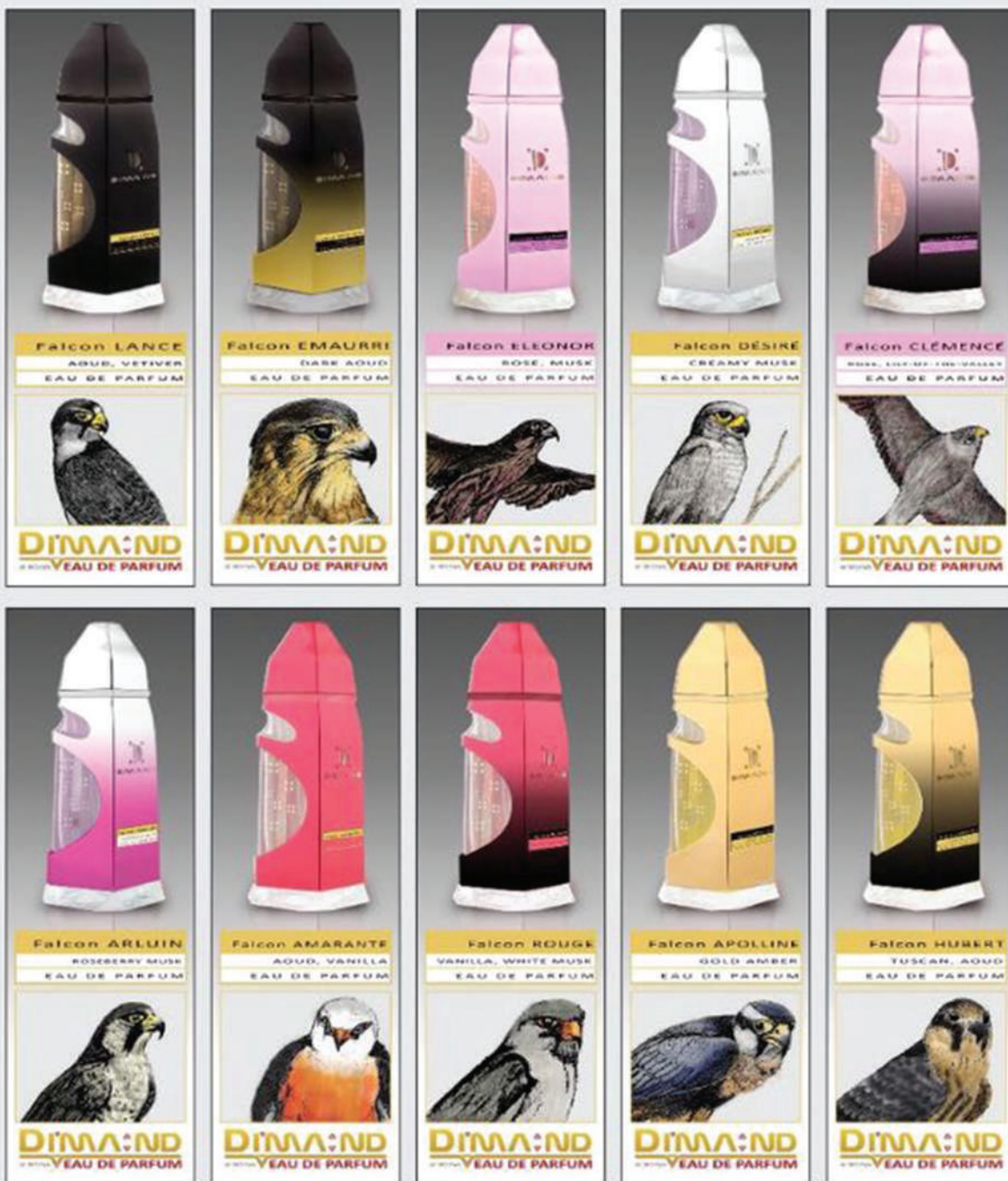




# DIMAND

de' MID-Paris **EAU DE PARFUM**

*The real way to say what you need.*



**MID**  
PARIS

**PERFUME  
BLOTTERS**



# GONDOLA



# WALL UNIT



# ISLAND



# PRINT AD









# DIMAND

de' MID-Paris

## EAU DE PARFUM



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