

# Wyrace

Brand Deck

**"I believe we are moving into an Age of Consciousness. As a result, our awareness of the physical, emotional and the spiritual will grow and define the choices we make, the lives we live, and the brands we love."**

**- Yasmin Sewell**



## About Yasmin Sewell

Yasmin Sewell's career is built on strong sense of instinct and her talent for what the Japanese call *kuuki wo yomu*, a word used to mean 'reading the atmosphere'. In 1998, at the age of 22, the new arrival from Sydney to London opened a store without a storefront; pretty much against all advice. Yasmin had a feeling it would work. She knew the young fashion designers' she had discovered and loved, like Rick Owens, were worth going on a mission up some back stairs for. Before long, Yasmin Cho was named one of the most influential stores in the world by the New York Times. Yasmin later made a series of moves in her fashion career, none at all predictable, but all guided by her *kuuki wo yomo* and desire to share her joy of beauty, fashion, design and the magic of being in the now with her community, whether at retail, online, or on her influential social channels.

She helped direct the ambition, atmosphere and product offering at Browns, Chloe, Mulberry, Moda Operandi, Shinsegae South Korea, and Style.com. In her role as chief creative consultant at Liberty Yasmin reconfigured its iconic entrance hall into an eclectic bazaar, attracting 80 new brands including the then emerging fragrance houses Frederic Malle and Escentric Molecules.

That Yasmin has championed so many now famous designers in her career – from Acne, The Row, Christopher Kane and Roksanda – should come as no surprise really, but convincing menswear designer JW Anderson to shift his main focus from mens to womens clothing? That was Yasmin too.

Running alongside her career Yasmin is a lifelong advocate for personal self-care, wellbeing and energetic connection. Her friends always joke that, if they shook her, she would rattle, such is her dedication to supplements. Yasmin uses her *kuuki wo yomu* as a personal tool for well being.

A meditator for over 20 years, Yasmin has held sellout retreats in London in collaboration with Vedic Meditation expert Gary Gorrow. In addition Yasmin is trained in Integrative Quantum Medicine™ and Reiki practise.

In May 2021 Yasmin's twin passions entwined into her own wellbeing business, Vyrao, a multi-dimensional wellbeing brand that launched with five energetic and healing fragrances developed with London-based master perfumer Lyn Harris.

Hawaiian Quantum Energist and healer Louise Mita is the force behind the supercharged Herkimer diamond crystals within each bottle. The brand debuted in Selfridges London, and Saks, New York in summer 2021.

With her new business Yasmin wants to show that everyone can raise their vibration and work with their energetic field using Vyrao. 2022 sees Vyrao broaden its range with candles and incense, in April 2022 Vyrao makes it debut across Australia at Mecca.

**Vyrao is derived from the Latin verb vireo:  
I am verdant, I am vigorous, I sprout new,  
green growth.**



## Our Purpose

Vyrao exists to awaken and raise energy, altering your state of mind.

Tapping into the growing global presence of holistic wellbeing, Vyrao uses best-in-class ingredients, healing plant and flower essences, and energetic medicine to create tangible products and meaningful experiences for a modern audience.

## The fragrances

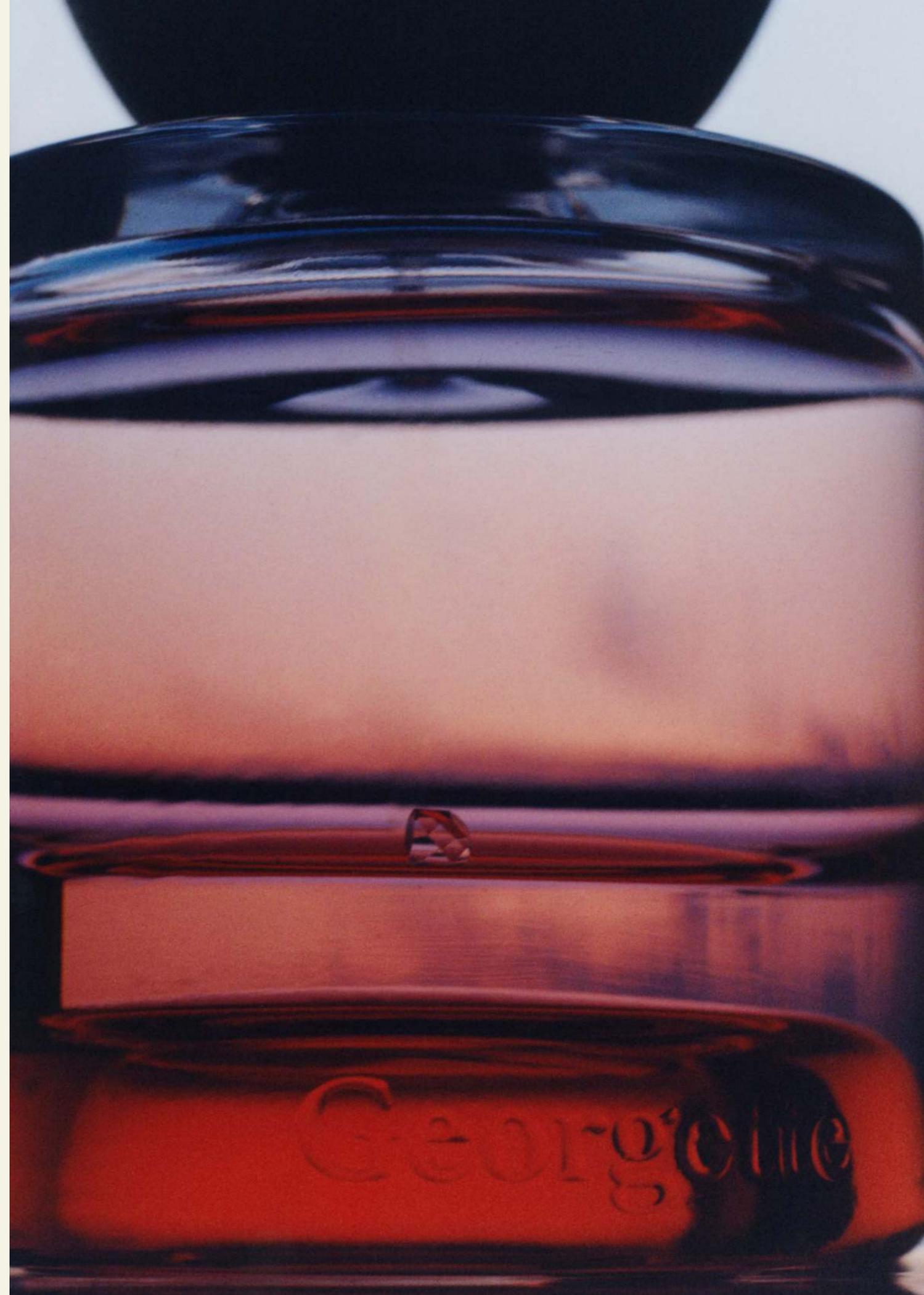
We believe fragrance is a potent tool for wellbeing.

Launched with five high vibration fragrances the multi-benefit scents have been formulated by one of the world's best noses.

Amplifiers of energy, each Vyrao fragrance is created from plant and flower remedies and comes with its own supercharged Herkimer diamond crystal.

Each incredible fragrance evokes a specific positive emotion and awakens the energetic field.

The fragrances are 80% organic and comprised of 88-89% natural ingredients. We use 100% sugarcane alcohol, grown without pesticides and fertilizers. Vyrao packaging is created from 100% recycled and recyclable fibres.



A black and white photograph of a hand holding a clear glass perfume bottle. The bottle is tilted, and water is splashing out from the opening, creating a dynamic, energetic scene. The background is dark, making the water droplets and the bottle stand out.

## The Sixth - Psychic Scent

Vyrao launched a new scent in 2022, The Sixth - the jewel of the collection. Similarly to our other fragrances, it is formulated with a specific intention. This time we use the power of scent to promote one's mindfulness and intuition.

The Sixth is the result of synergy between science and magic. The ingredients have been carefully selected by our psychic consultant, Kat, and the prolific nose, Maebh, who has used scientifically backed data on ingredients that increase mindfulness.

## Bottle Design



## Fragrances & Ingredients



**Witchy Woo**

Courage and Creativity

- Moroccan Orris Absolute - Courage and creativity
- Thorny Rose - Love and enlightenment
- Cinnamon - Anti-anxiety
- Black Pepper - Anti-anxiety
- Patchouli - Balance
- Frankincense - Illumination
- Sandalwood - Grounding
- White Musk - Clarity
- Carrot Seed - Stimulation — anti-stress and anxiety
- Iris Absolute - Cleansing and harmonising



**Free 00**

Liberation and Sensuality

- Lemon - Uplifting
- Mandarin - Elevating
- Egyptian Jasmine - Sensuality
- Orange Flower Absolute - Anti-anxiety
- Vanilla - Sensuality
- Waterlily - Courage of heart
- Musk - Clarity
- Sandalwood - Grounding



**I am Verdant**

Transformation and Illumination

- Bergamot - Clarity and Joy
- Cyclamen - Uplifting and cleansing
- Frankincense - Illumination
- Iris Absolute - Cleansing and harmonising
- Orange Flower Absolute - Anti-anxiety
- Black Pepper - Anti-anxiety
- White Musk - Clarity
- Juniper Wood - Releases negative emotions



**Magnetic 70**

Attraction and Protection

- Vetiver — Sensuality & Grounding
- Cedar Wood — Attracts Positivity
- Frankincense — Illumination
- Angelica Seed — Protection Against Negative Energies
- Iris Absolute - Cleansing and Harmonising
- Juniper Wood— release negative emotions
- Elemi— Aligns Chakras
- Black Pepper - Anti-anxiety



**Georgette**

Self Love

- Turkish Rose - Self-love and Enlightenment
- Violet Leaf Absolute- Self-Expression and Individualism
- Sandalwood - Grounding
- Patchouli - Balance
- Guaiaac Wood (from Palo Santo tree) - Energy Clearing and Raising
- Pink Pepper Acceptance and Compassion towards self and others — self worth
- Black Tobacco Absolute — Joy and Peace
- Vanilla- Sensuality



**The Sixth**

Mindfulness & Intuition

- Cypress Oil - boosts mindfulness benefits
- Patchouli Oil - boosts mindfulness benefits
- Apple - calming and uplifting
- Basil Oil - reduces anxiety, promotes focus
- Juniper Berry Oil - calming, stress release
- Angelica Root Oil - releases negative feelings
- Gentian Root - calms nervous system
- Wormwood Oil - anxiety relief
- Fennel Oil - releasing judgement, letting go of what no longer serves you
- Rosemary Oil - balances nervous system
- Peppermint Oil - relieves restlessness
- Oakwood - calming, boosts positive emotions
- Cedarwood - soothing, reduces stress
- Fir Balsam Absolute - balancing
- Oak Moss - emotionally grounding

## Fragrances & Ingredients



**High Five**

**To Feel It All**

- Georgette** – Self Love
- I am Verdant** – Transformation & Illumination
- Witchy Woo** – Courage & Creativity
- Magnetic 70** – Attraction & Protection
- Free 00** – Liberation & Sensuality



**Sun Ræ**

**for Joy & Happiness**

- Bergamot Oil** - Clarity & joy
- Lemon Oil (Italy)** - Uplifting & invigorating
- Turmeric Leaf (LMR)** - Uplifting & anti-oxidant
- Turmeric Root (LMR)** - Mood-enhancing & anti-inflammatory
- Fresh Ginger Oil (LMR)** - Self-confidence
- Cardamom Oil (LMR)** - Energising & aphrodisiac
- Black Pepper Oil** - Anti-anxiety
- Basil Oil (Madagascar)** - Energise & uplift
- Vetiver Oil (Haiti for Life LMR)** - Calming & sensual
- Sandalwood** - Grounding & sensuality
- Amber** - Tranquility & comfort
- Musk** - Clarity & sensuality

## Box Design



## Candles

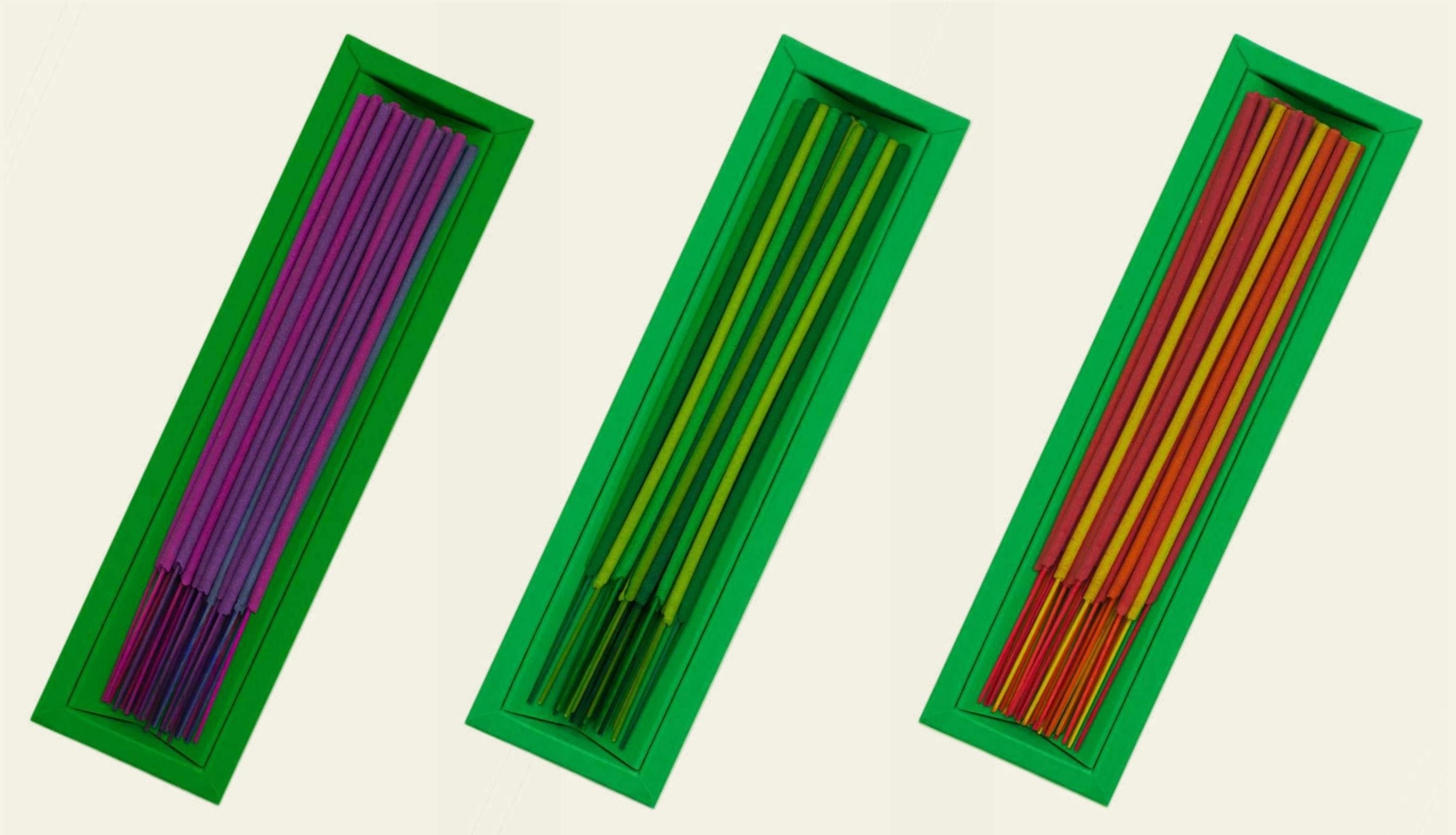


Large candle - multi wick



Small candle - single wick

# Incense



VYRAO Vision & Vibes Starter Pack

# Still Life Campaign



[Click to view all films on @vyraoworld](#)

## Brand Campaign:

Worked with 5x exceptional photographers to create a rich visual storytelling for each fragrance.

The photographers capture the essence of their allocated scent in an individual and uncompromising way. The main campaign is an array of bold imagery and creative expression.



## Brand Campaign: 5x Fragrances 5x Photographers



**Georgette**

Alex Leese



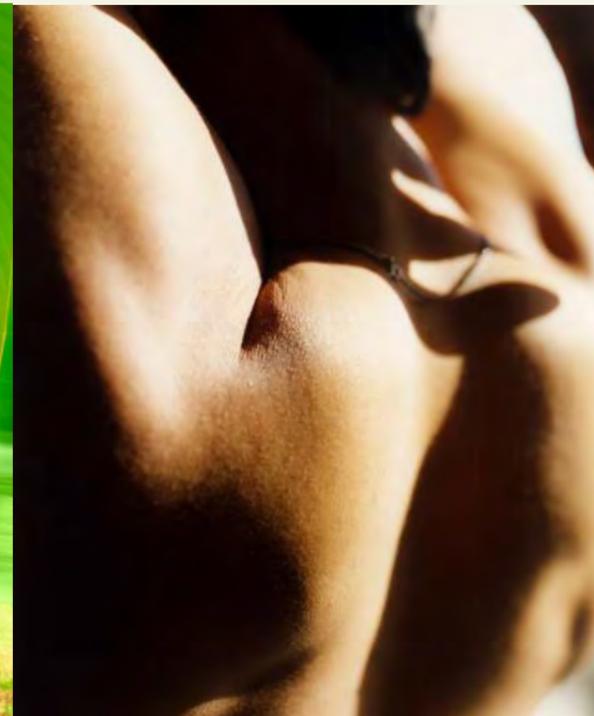
**Free 00**

Katie Burnett



**I am Verdant**

Lea Colombo



**Magnetic 70**

Luis Alberto Rodriguez



**Witchy Woo**

Igor Pjoort

VYRAO Vision & Vibes Starter Pack

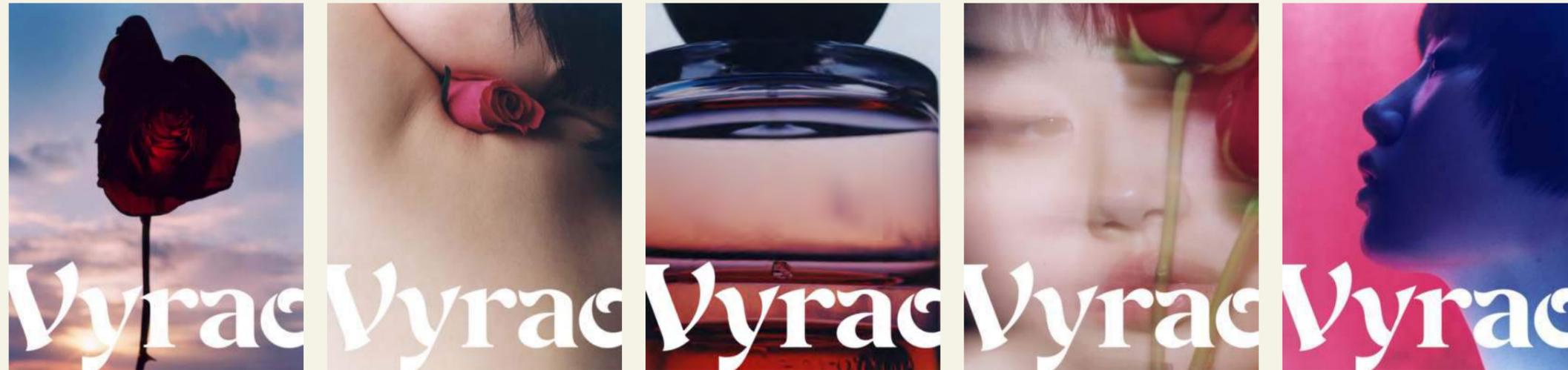
Free 00



I am Verdant



Georgette



Witchy Woo

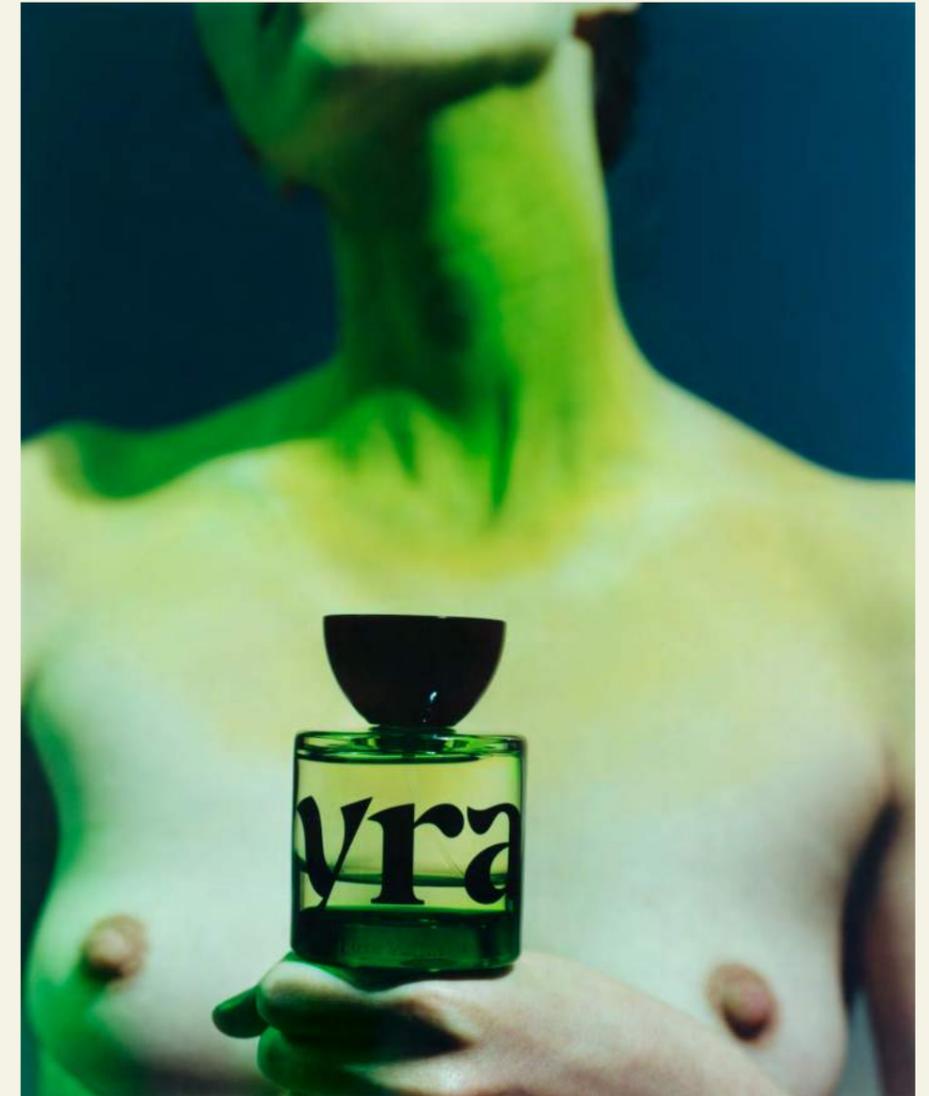
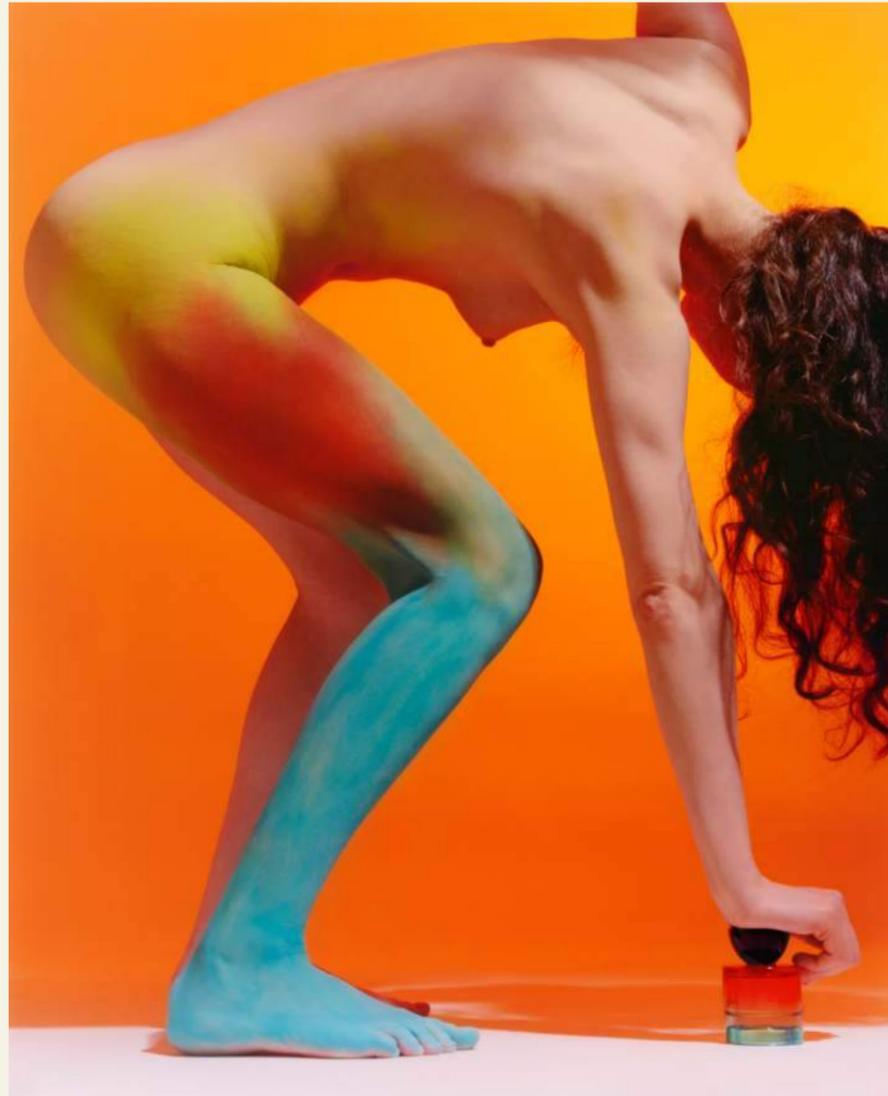


Magnetic 70



VYRAO Vision & Vibes Starter Pack

# Emma Dudlyke



Ræ



# Incense - Thomas Cristiani

Verdant



Witchy



Ember



# Fragrance - Vicki King

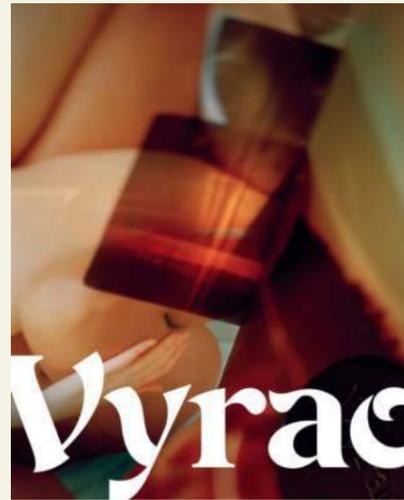
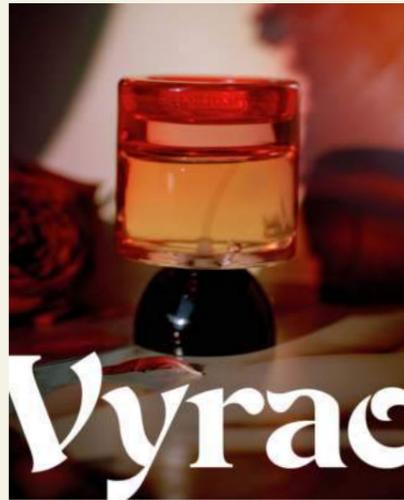
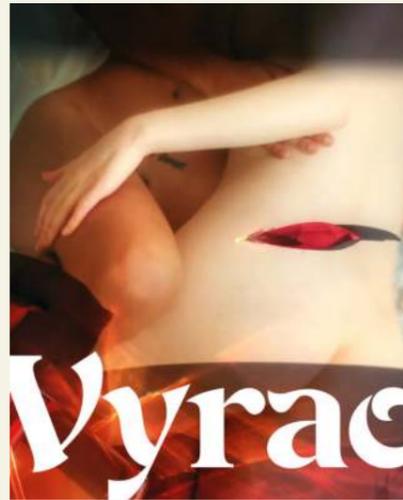
Free 00



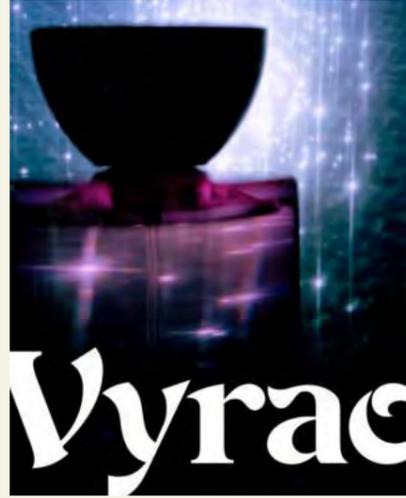
I am Verdant



Georgette



Witchy Woo

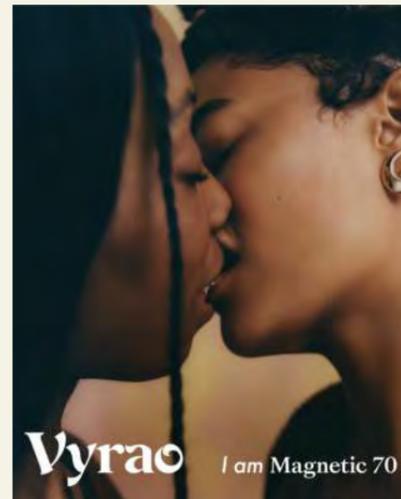


Magnetic 70



VYRAO Vision & Vibes Starter Pack

Felicity Ingram



VYRAO Vision & Vibes Starter Pack

Felicity Ingram



# Press



# Press Highlights

FINANCIAL TIMES

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VOGUE

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BRITISH VOGUE

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ELLE

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# Press Highlights

Harper's  
**BAZAAR**

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**B E A U T Y**  
FRAGRANCE TREND  
**SMOKE Show**

Looking for a COZY WINTER SCENT? Blends laced with the appealingly warm, earthy aroma of TOBACCO strike a surprisingly COMFORTING NOTE.

As a nonsmoker, I face a dilemma: I want to smell like tobacco's deep, smoky richness without actually lighting up. I trace this back to childhood summers spent in India with my bibliophile grandfather, who had a compulsive cigar habit. This was a time when nobody batted an eye at a child inhaling secondhand fumes, so the two of us read quietly side by side for hours, hotboxed indoors while he smoked. That time spent together imprinted tobacco on my scent consciousness forever.

"Sensory scientists have found that while we do have innate preferences for basic tastes, smell preferences are often subjective and learned, based on experiences and personal associations," says Harold McGee, author of *Nose Dive: A Field Guide to the World's Smells*.

Renaud Salmon, chief experience officer of Amouage fragrances, points to memories of his own grandfather lighting Cubans at family celebrations as inspiration for the brand's new offering, Opus XIV Royal Tobacco. "A nice cigar instantly brings back memories of my childhood, and I appreciate the complexity and nuances of that smell," he says.

To create the Amouage scent, perfumer Cécile Zarokian mimicked the aroma of a Cuban cigar, from its sparkling start to the point "when burning rolled tobacco leaves become mineral and cold ashes," she explains. The juice unfolds on the skin with a vibrant top of bergamot, cardamom

The collective appreciation for tobacco does raise a question: Why does this particular scent resonate more than other nostalgic smells? Experts say tobacco's multifaceted structure provides something for everyone to love. "Tobacco

**READY, SET, SMOLDER** From a whisper to a wallop, these blends offer tobacco intensity to please all palates. Clockwise from top left: Vyráo Georgette (\$190), Clive Christian Art Deco Blonde Amber (\$550), Krigler Good Fir 11 (\$610), Dior Tobaccoist (\$310), Amouage Opus XIV Royal Tobacco (\$360), Eilenberg Secret II Bois Précieux (\$125), Boy Smells Cowboy Kuah (\$98; shopBAZAAR.com)

CENTER: JACOB SUTTON/ART PARTNER; STILL LIFE: COURTESY THE BRANDS. BUY ON SHOPBAZAAR.COM

**VOGUE**

Print



1. Yamin in a garden in the foreground, with a green-painted wooden bench, a dog, and lush greenery. 2. A dining table with a white tablecloth and a vibrant, multi-colored patterned runner.

经典的家具,其中包括Cassina的绿色Utrecti扶手椅,以及一张Terje Ekstrom设计的Ekstrem躺椅。另外,还有一个开心的下午值得提提,她在仓库里与Marble Partners的工作人员一起挑选大理石边角料,并委托他们做成餐桌(如果你是前Celine品牌总监Phoebe Philo的粉丝,会发现这张餐桌很像曾经Phoebe任职期间店内的彩色大理石地板)。桌旁是传统的Maison Drucker藤椅,直接来自巴黎订购。

她把门厅刷成了松石绿和柠檬黄,就连楼梯扶手也刷成了亮黄色。她还做了一个更大的决定,让九岁的Knox和六岁的Renzo自己选择卧室的颜色。Knox钟爱亮黄色,搭配珊瑚红双床架和黄色

先是重新装修,接着疫情暴发,这给了她自我调整的动力和空间。“是时候考虑下一步的规划了,我想去哪里?想做什么?想和谁共事?”如今,她关注的焦点不再是时尚,而是健康,倒不是因为喜欢这个词。“现在太多的两都被滥用了,‘健康’已经失去了它原本的力量,‘治愈’和‘肯定’亦是如此。”她笑着承认自己是一个完美主义者,什么事都追求百分百。可她清楚“治疗”这个词容易让人抵触,她慎重地概括自己的洞察力是受情绪影响和直觉引领的。“我做买手时总是相信直觉,担任创意总监时同样依靠直觉,我总能感觉到一些东西。”

她一直都很清楚自己在做什么。她从二十多岁开始练习吠陀冥

**VOGUE**

Print

**VOGUE**  
DIRECTOR'S CUT

**Summer BREEZE**  
Be carried away to SUNNIER CLIMES with these uplifting warm-weather SCENTS, says JESSICA DINER

**MAISON FRANCIS KURKDJIAN AQUA CELESTIA COLOGNE FORTE, £165**  
Aqua Celestia is one of three new colognes fortes from the French fragrance house, which blends bergamot with blackcurrant, mimosa and jasmine for a modern interpretation on a perennial.

**LA COLLECTION PRIVÉE CHRISTIAN DIOR EDEN-ROC, £110**  
Close your eyes, spray this perfume, and you just might think you're at the Hotel du Cap-Eden-Roc (the Antibes hot spot famed for its immortalisation in Slim Aarons's photographs). It's a sunshine-filled scent combining white flowers with pine and coconut.

**ESTÉE LAUDER BRONZE GODDESS NUIT, £60**  
Tonka, bergamot, jasmine, ylang-ylang and night-blooming orchid (combined with the same creamy coconut base that is the Bronze Goddess fragrance signature) make for a captivating mist, perfect for a summer's evening.

THE SUNDAY TIMES  
**STYLE**

Print

**India Knight**  
Amazing, intriguing and interesting scents – this newish perfume brand blows my mind

**I've been meaning to write** about Vyráo scents since they launched last year. They're the brainchild of the fashion industry legend Yamin Sewell, who roped in the perfumer Lyn "Never a dull scent" Harris, formerly of Miller Harris and now of Perfumer H. Sewell also involved a "quantum energist" — I think this is to do with good vibes — called Louise Mita, the idea being that the scents and their energy would make you feel emotionally connected and charge you with their positivity. According to the website they are an energising tool to "connect you to yourself and amplify your energy". Feel good as well as smell good, in other words: wait around in a scented cloud that does your spirit good.

To be fair, this is what all scent does — it triggers certain associations or creates new ones, and if those associations are pleasant you keep wearing the scent (and if they aren't you don't — we all have scents we once adored but associate with specific periods of our lives). But I think Vyráo goes beyond this, because the fragrances themselves are so interesting and because I really think there's one for everybody. So my suggestion is to buy the **High Five Travel Set (£69)**, because then you can try them all out before forking out £135 for a full bottle. (Should you eventually fork, I must mention that the bottles are beautiful and incredibly pleasing in the hand.)

So anyway, five scents. I Am Verdant, which smells like it sounds: super-green, full of hope, like waiting for spring, before the greenness goes slightly mossy and orange blossom and citrus kick in. Georgette is a very woody and peppery rose that is also powdery, and even though I don't really like rose scents I found it soft and oddly comforting. Witchy Woo, by contrast, is full of orris, spices, patchouli and musk and is woody, ambery and — hard to explain why I think this but I do — slightly magical. Vyráo says to wear it to encourage courage and creativity. Free 00 is a much airier affair that smells of summer holidays, in a good and even original way, or maybe of driving somewhere sunny in a convertible with the roof down

lemon, jasmine and vanilla, to be crude and reductive,

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InStyle

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SHOPPING

### The 12 Best Fragrances for Your Zodiac Sign, According to an Astrologer

Choosing the perfect perfume — or gifting one! — is about to get a whole lot easier.

**Best for Cancer (June 21-July 22): Vyrao Witchy Woo**



THE TIMES

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### The 17 best luxury spas to book for 2023 — in the UK and beyond

From treatments to heal your heartbreak to a fully clothed massage in the woods, here are the best places to get pampered right now. And ... breathe



**Insider tip** As you walk in you'll be entranced by the smoky, sexy aroma and ask the receptionist what candle they're burning. Here's the secret: it is Vyrao Witchy incense sticks (£35), which you can buy at the spa, along with Emilia Wickstead swimsuits and Z Lab silk sleep masks.

INDEPENDENT



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### 8 best vegan perfumes with staying power and character

Once you invest in one of these cruelty-free spritzes, you won't look back



EveningStandard.

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### How to inject joy in January: designer Hollie Bowden's 10 instant-gratification interiors resolutions

#### 1. Out with the old, in with the new

Not just my dating motto from back in the day, but a rallying cry to get rummaging through all the bits and bobs you accumulated over the course of last year. Sort through those piles of newspapers and magazines you've been waiting to have time to read and be ruthless: glance through if you must and then chuck in the recycling.



# Press Highlights - January 2023

wallpaper\*

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## Patchouli perfumes are the hedonistic scent of the season

Three decadent patchouli perfumes undo the scent's hippie connotations

Similarly, *Witchy Woo* by Vyrao blends patchouli with notes of orris, cinnamon, and rose to create a dark, mystifying scent. The brand, which launched last year, uses aromatherapy principals and energetically charged Herkimer diamonds to create scents that attempt to actively alter emotional states, with *Witchy Woo* designed to evoke courage and creativity.



SPHERE  
The Last Word On Luxury

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STYLE

## Magnetic 70 - A PERFUME TO INSPIRE MAGNETISM

### Sphere Curates: Foolproof Artisan Fragrance to Gift for Valentines 2023

Magnetic 70 is a fragrance formulated by Vyrao, which creates scent for emotional wellbeing - this one to inspire feelings of magnetism, protection and attraction. The warm blend of vetiver, cedar wood, iris and elemi has gained a cult following among men and women in Los Angeles where spiritual teacher Lalah Delia has shared about the fragrance to her almost 600,000 Instagram followers. 'It creates a warm energy field around me,' she says of magnetic 70. 'It magnetises warmth and protection and a feeling of comfort for myself and those around me when I wear it. It is a beautiful social fragrance. Also, when I'm by myself, it gives me a sense of grounding and comfort so it's beautiful to work with in that way. I also use it for a room spray.'

Top notes: Vetiver, Cedar wood  
Heart notes: Frankincense, Angelica seed  
Base notes: Iris, Juniper wood & elemi

From Vyrao:

Magnetic 70 is formulated with vetiver for sensuality and grounding, cedar wood for positivity, frankincense for illumination and angelica seed for protection. Deeper notes of iris, juniper wood and elemi combine to create

VOGUE

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## Discover Your Signature Scent In One of The Best Perfumes for Women

### Vyrao Free 00

Yasmin Sewell's Vyrao puts wellness and energetic medicine at the heart of its fragrances, inspired by the remedial and transformative powers of aromatherapy. That said, each full-size perfume contains a Herkimer diamond crystal energized by healer Louisa Mita to bolster positivity and overall improved health for the wearer. Of the label's natural perfumes, *Free 00* is arguably the most lively, smelling fresh, soothing, and citrus-forward through notes of Sicilian lemon, mandarin, and orange flower opposite Egyptian jasmine, vanilla, sandalwood, and waterlily.



SPHERE  
The Last Word On Luxury

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## SPHERE Curates: Most Luxurious Valentine's Gifts for Her 2023

SPHERE newsletter is your weekly dispatch from the worlds of art, luxury, property, style and travel.

Vyrao Rose Marie Large Candle

# Press Highlights - January 2023

LUXATIC

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## 23 Best New Fragrances for Women in 2023

As the name implies, this fragrance is reminiscent of fresh air and green grass. Perfect for those of you who aren't into sweet, floral scents, this expression from Yasmin Sewewl's brand is meant to make you feel again.

This uplifting green scent has notes of orange blossoms and bergamot. Lift your spirits up by applying it liberally. Perfect after a long, chilly winter.



Print



wallpaper\*

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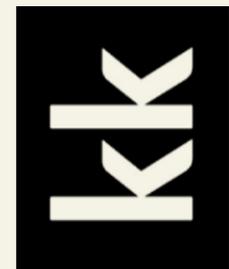
## Reimagining roses: experimental takes on rose perfumes

Rose perfumes – the most traditional of fragrances – are being given an unconventional edge by niche and big-name brands

Wearing Vyrao's Georgette perfume is the olfactory equivalent of diving into a pool of rose petals. The fragrance is weighty with Turkish rose accords, violet leaf, sandalwood and patchouli, with grounding base notes of pink pepper and black tobacco.

What makes this perfume really stand out, however, is its use of Herkimer diamond crystals and integrative quantum medicine to take the healing principals of aromatherapy to a new level. The brand has 'energetically charged' each fragrance with the help of healer Louise Mita, whose practice combines Traditional Chinese Medicine techniques, Qi Gong, anatomical studies, and quantum theory to 'unblock' bad energies. While rose oil is meant to inspire enlightenment, violet leaf encourages self-expression, and guaiac wood clears energy.

[selfridges.com](http://selfridges.com)



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## These are the best beauty products of the year

*There is a lot of money to be made in beauty, and every year a whole bunch of new products are launched. Some better than others.*



# Press Highlights - February 2023

Esquire

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The Incense Revival Taps Into Our Collective Craving for Comfort

The new school of artisanal burners won't make your living room smell like a suburban head shop - and the best ones look pretty chic too.

**Vyrao Ember Incense Sticks**

£35 AT LIBERTY LONDON

Credit: Liberty



Emitting lower levels of smoke than most incense sticks, Sewell's brightly coloured offering goes big on the fine-fragrance notes, delivering a clean, modern aroma. Ember is a big, gutsy blend of fireplace woods, with cedar and

WHO WHAT WEAR

Print

EXCLUSIVE

**The Glowdown: Lara Worthington Shares the Beauty Secrets We All Want to Know**

SKIN — FEB. 3, 2023  
BY ELEANOR VOUGDEN

12. Candles, reed diffusers or nothing at all? I am such a homebody, home fragrances brings me a sense of comfort and warmth. I like Palo Santo and the Regime des Fleurs. The vessels are really nice too. I always like to recycle them as a place for my beauty brushes. My friend Yasmin Sewell has created the most heavenly fragrance brand, Vyrao. I love her candles and incense too. I buy them for all my friends.



THE NEW YORK TIMES STYLE MAGAZINE

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The New York Times Style Magazine

ON BEAUTY

**The Smell of Magic**

A new crop of scents reference long-held beliefs about the connection between perfume and the supernatural.



ELLE

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list

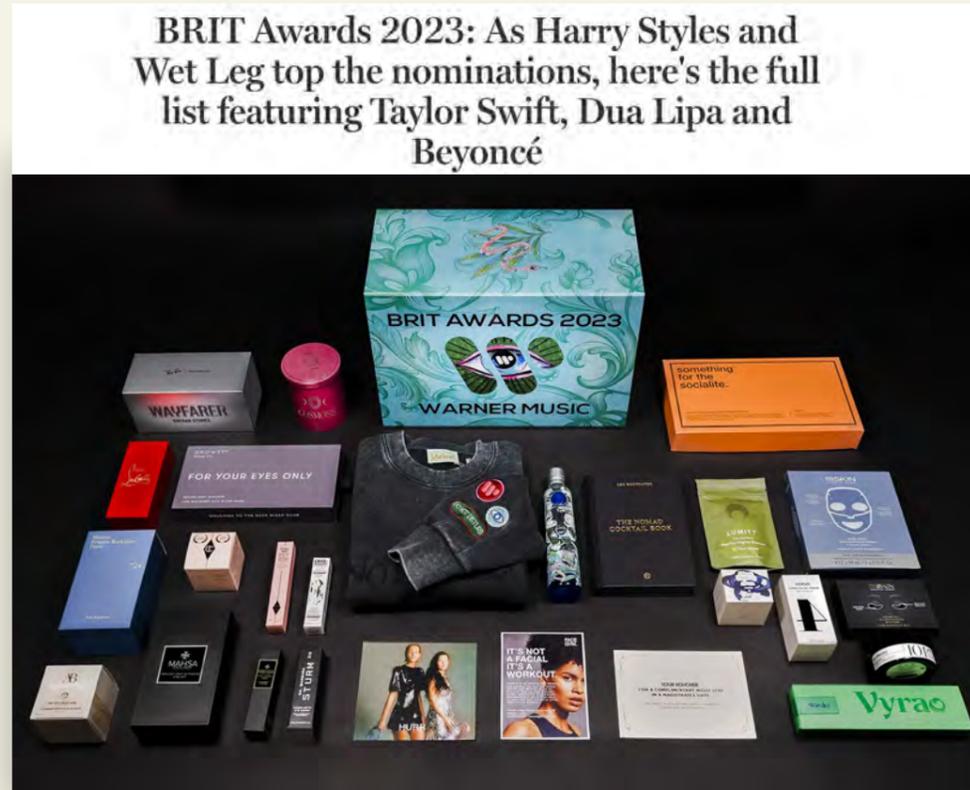


Work with a capital B. See our favorites for an update on your work wardrobe!

# Press Highlights - February 2023

# GLAMOUR

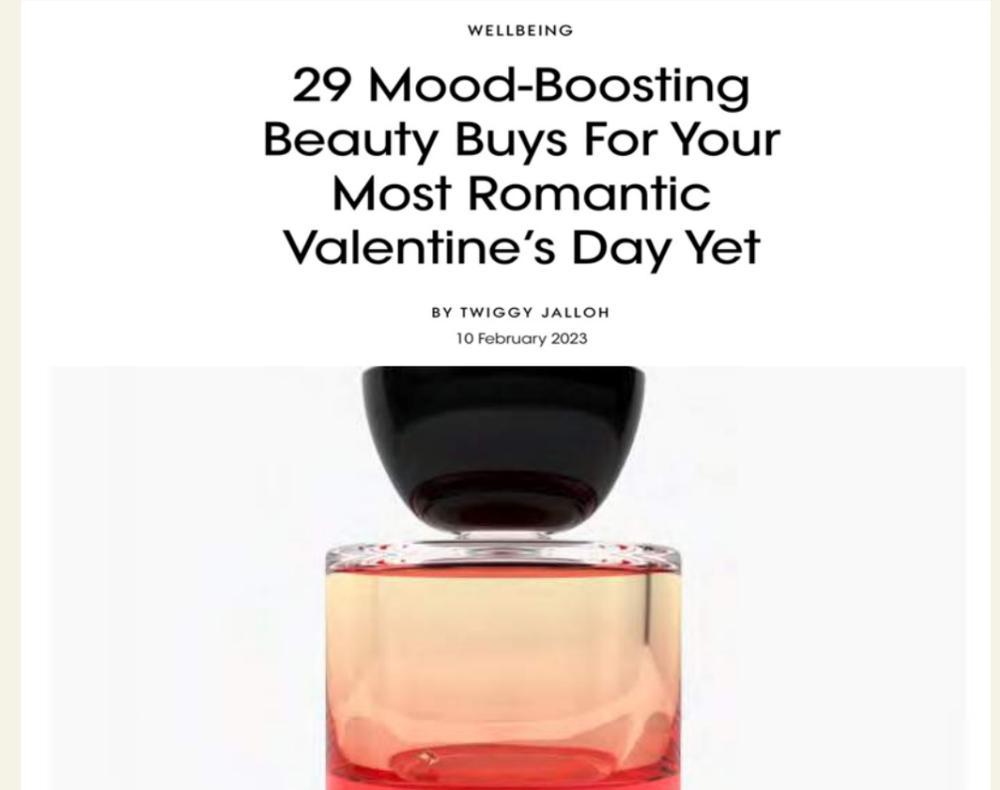
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BRIT Awards 2023: As Harry Styles and Wet Leg top the nominations, here's the full list featuring Taylor Swift, Dua Lipa and Beyoncé

# BRITISH VOGUE

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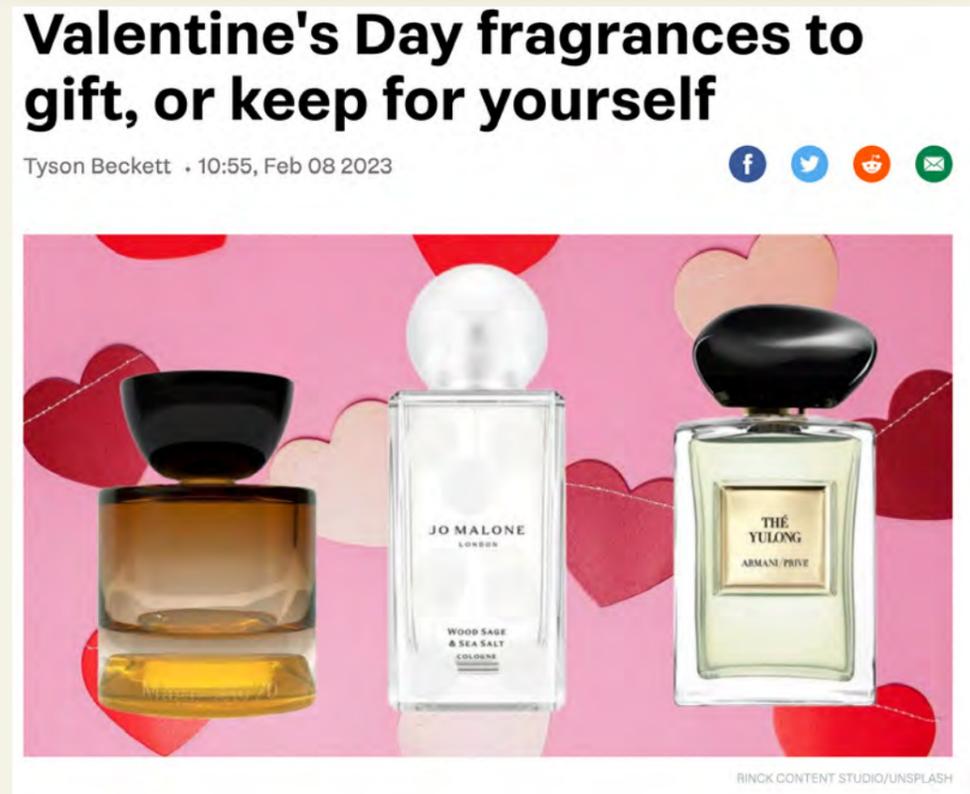


WELLBEING  
29 Mood-Boosting Beauty Buys For Your Most Romantic Valentine's Day Yet

BY TWIGGY JALLOH  
10 February 2023

# Stuff

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Valentine's Day fragrances to gift, or keep for yourself

Tyson Beckett • 10:55, Feb 08 2023



# FASHIONZ

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Love thyself: 14 self-care treats for February

Tuesday, 14 Feb 2023

Vyrao Rose Marie Large Candle, \$369

If you're going to overindulge in a candle, make it this one. Crafted for absolute self-love, with rose for love and enlightenment, violet leaf for self-expression, patchouli for grounding and guaiac wood for energy clearing. It's not only breathtakingly stylish but also imparts a warm rosy scent that infuses your senses with warmth.

# Press Highlights - February 2023

commons&sense:

Print



**SPHERE**  
The Last Word On Luxury

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BEAUTY & GROOMING

## 5 Minutes with 'Perfume Messenger' Alice du Parcq



*At the moment my most personally loved fragrances are... Vyrao I am Verdant or L'Artisan Parfumeur Bois Farine for daytime, and for evening I love a bit of Celine Black Tie, Guerlain Cuir Beluga or the sell-out that is Chanel Coromandel.*

*For spring that will shift to... All the bright, crisp, sharp citrus notes and jungle greens... still with Vyrao's I am Verdant as it's so crunchy and stalky, Jo Malone London Basil & Neroli or Diptyque L'Ombre Dans L'Eau. I am very much into the play-doh squidginess of By Far Hopscotch too, because it's so weird and addictive. For a handsome outdoorsy evening vibe I love a men's cologne, for instance L'Occitane Eau des Baux or Terre d'Hermes.*

*Working in fragrance means I end up hosting a lot of events... and honestly it's one of my favourite parts of my job. I think I may have been a fruit and veg market-stall seller in a past life because I have absolutely no fear of a room with 300 people in it, doing my thing and coming out with mad scented metaphors to make people laugh and feel, for a few moments, whisked to somewhere fabulous.*

## Press Highlights - February 2023

Harpers  
**BAZAAR**

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BEAUTY

One spritz of these scents and you can run a marathon, predict the future, or be happily ever after.



**" It is therefore not surprising that it is a brand of food supplements, The Nue, which has crossed the border separating aromachology from fine perfumery in 2020, relying on the results of research carried out by Firmenich, Swiss giant of perfumes and aromas, and the very serious Brain & Behavior Laboratory of the University of Geneva. Or whether it is rather on the side of niche houses like Edeniste or Vyrao, working respectively with the Japanese laboratory Takasago and with IFF, that hybrid concepts are developing, mixing fragrance, well-being and neuroscience."**

**- Denyse Beaulieu**

# Press Highlights - March 2023

# WWD

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**Neuroscents Stir Up Emotions**

Biometrics — including brainwaves, increasingly — are being used to show the fragrance-mind connection.

BY JENNIFER WEIL

**Vyrao The Sixth**

# Wallpaper\*

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HOME > FASHION & BEAUTY

**Mood-boosting functional fragrances to help combat the winter blues**

So-called 'functional fragrances' are designed with a sense of wellbeing in mind. Try these mood-boosters

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(Image credit: Anika Kafcaloudis)

# SPUR.JP

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The decisive factor to refine the space is [Room fragrance] The scent of life selected by 15 people



# Forbes

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FORBES VETTED

**A Lush Incense Set**

31 St. Patrick's Day Gift Ideas To Spread The Luck Of The Irish



Vyrao's bamboo incense sticks aren't just a sleek addition to any home; the combination of perfume oils is also meant to boost your mood. This set is said to inspire transformation and illumination, with the verdant incense sprouting fresh green growth. Each package contains 30 sticks in varying shades of— you guessed it, green—with notes of Italian bergamot, cyclamen, frankincense, juniper and orange flower.

# Press Highlights - March 2023

# Esquire

Click to read

## The Best Scented Candles to Burn Now

From mind-clearing citrus to warming woody scents

By Roberta Schroeder PUBLISHED: MAR 20, 2023

Vyrao's Yasmin Sewell sees scent as a kind of emotional support system, creating fragrant blends that'll induce joy, calm or positivity.

Ember's smoky combination of elemi, cedar and frankincense is said to eliminate negative energy and, while nothing may be strong enough to dim that niggling feeling of impending doom, it does create a nice atmosphere in a dimly lit living room. For best effects, switch the news off.



# WHO WHAT WEAR

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## I Just Tried Tons of New Perfumes— These Are the 16 That Stood Out

Two years in the making, this herbal fragrance from Vyrao is a confident scent designed to deepen the senses, ground the wearer, and enhance mindfulness and intuition. From juniper berry oil (which calms and eases stress) to rosemary oil (which lowers stress levels and balances the nervous system), each note is chosen for its emotional benefits.



# SPEARS

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## Mother's Day 2023: luxury relaxation and wellbeing gifts



Founded by fashion and lifestyle icon Yasmin Sewell, new wellbeing brand Vyrao aims to harness the healing power of scent to 'promote wellness, amplify energy and raise senses of joy and happiness.'

# VOGUE

Print

스, 파출리, 오크모스 등을 모티브로 했습니다. 향수병의 유려한 색감이 돋보여요. 누구나 흑백 세상에서 살고 싶지는 않을 거라고 생각해요. 생생한 컬러는 기분을 전환시키고 실을 풍성하게 하죠. 각 유리병 색상은 향수가 원기하는 감정과 기운에서 영감을 얻었어요. 제품을 내놓는 창작 과정에서 가장 오랜 시간 고민한 부분이



기도 합니다. '감정에 딱 맞는 색상이 무엇일까?'라는 질문을 끊임없이 던졌거든요. 화려한 색감을 표현하되, 그곳을 올려놓은 모양의 볼록 캡으로 모던함을 더했죠. 사진가 엘리시타 잉그림과 레이 풀름보, 영화감독 루스 호그빈 등 다양한 아티스트와 협업했습니다. 놀라운 재능을 가진 사람들에 둘러싸여 일하는 건 정말 행운이에요. 바이라오는 이 다채로운 여러 아티스트와 공명합니다. 최근 진행한 각 향수와 개성이 어우러지는 모델들이 주인공인 'I Am Vyrao' 캠페인은 잉그림의 감각적인 영상미를 통해 향기와 우리가 추구하는 정체성을 표현했죠. 소셜 미디어에서 브랜드를 널리 알리는 기회가 되기도 했어요. 덕분에 <보그 코리아>도 만나게 됐죠. 이토록 남치는 영감으로 일하는 당신의 뷰티 루틴이 궁금하군요. 잘 웃고, 잘 자는 것. 아, 특별한 것이 있다면 매주 적외선 사우나를 통해 건강하고 좋은 에너지를 유지하는 거예요.

## Press Highlights - March 2023

GLAMOUR

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THE INDUSTRY .BEAUTY

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### Estée Lauder Companies invests in Yasmin Sewell's new generation fragrance brand Vyrao



WWD

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COSMETICS BUSINESS

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### Fragrance brand Vyrao lands minority investment from Estée Lauder



## Press Highlights - March 2023

Harper's  
**BAZAAR**

Print



**"Activate your sixth sense — Yasmin Sewell, founder of the label, joined forces with her medium to imagine an intuition enhancer. Angelica, fennel, peppermint, cedar... Fifteen natural ingredients (including herbs used by Benedictine monks during their meditations), soothing raw materials and a rock crystal make up this functional formula. The Sixth”**  
**- Julie Levoyer**

# Press Highlights - April 2023

# Bustle

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**The 8 Best Fragrances Of 2023**  
**Best Candle**



**Ember Candle**

Vyrao

\$95 [See On Vyrao](#)

# GO

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**The Best Gifts for Men That Will Spoil All the Deserving Guys Out There**



# Harpers' BAZAAR

Print

FRAGRANCE TREND

## SCENT Therapy

CALM DOWN, IMPROVE FOCUS, FEEL CHEERIER—in a single spritz. How FRAGRANCE makers are using the SCIENCE of SCENT to impact our MIND and EMOTIONS.

The beauty industry's on a health kick, and fragrance brands are angling to get in on the act. Aromatherapy, which uses essential oils to impact mood, was just the beginning. "We've moved on to aromachology," says Céline Manetta, a senior consumer-science manager at fragrance powerhouse International Flavors & Fragrances Inc. (IFF), referring to the scientific study of the effect of odors on human behavior and emotion. The emerging category of functional fragrances claims to soothe nerves, boost focus, and more.

"Smell is the only sense with a direct connection to the amygdala-hippocampal complex in the brain," says Rachel Herz, a neuroscientist and adjunct assistant professor in the department of psychiatry and human behavior at Brown University. Scent activates neurons in the olfactory bulbs, which sit behind the nose and act like extensions of the brain. Then scent information travels through the emotion-processing amygdala and enters our cerebral cortex, where associations and decisions are made.

Two of the biggest fragrance companies, Firmenich and IFF, have launched programs that combine neuroscience, consumer data, and artificial intelligence to assist in-house perfumers and outside brands develop functional blends. One of the first to use IFF's program is Nette, a perfumery brand that specializes in functional fragrances.



**BLENDS WITH BENEFITS** These fragrance bottles feature functional notes backed by neuroscience (and they smell great too).

# VOGUE AUSTRALIA

Print

## Tangerine dream

Optimistic and energetic, sunset hues are all aglow in the latest make-up palettes, from warm orange accents to peachy cheeks and apricot eyes.

ART DIRECTION ARQUETTE COOKE PHOTOGRAPH ANNA POGOSSOVA



# Press Highlights - April 2023

VOGUE

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## Vyrao Rose Marie Candle

Cast in a divine blush pink wax and held in objet d'art vessel, Vyrao's Rose Marie candle scent is a creamy floral lead by violet leaf with a touch of woodsiness by way of black tobacco, smoky guaiac wood, and sandalwood.



InStyle

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## Best Citrus: Vyrao Free 00



Citrus gourmand scents occupy a delicate dichotomy: Snappy citrus notes paired with sugary sweetness. Vyrao's Free 00 flirts with that fine line with the zestiness of Sicilian lemon, mandarin, and orange, married with sweet vanilla.

The aromatic cocktail not only smells uplifting, but it's also designed to evoke a feeling of liberation and sexuality. In fact, all of Vyrao's fragrances are created to elicit a specific sensation and each perfume is supercharged

GQ

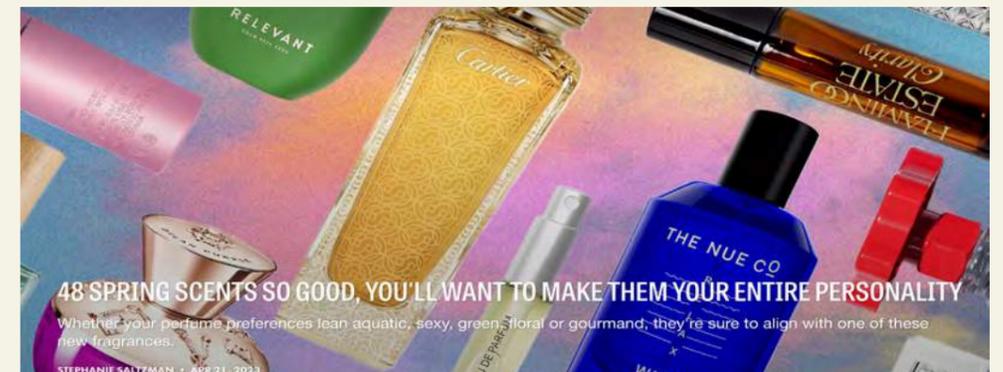
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## The 37 Best Gifts for Mom That Will Make Her Proud



FASHIONISTA

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48 SPRING SCENTS SO GOOD, YOU'LL WANT TO MAKE THEM YOUR ENTIRE PERSONALITY  
Whether your perfume preferences lean aquatic, sexy, green, floral or gourmand, they're sure to align with one of these new fragrances.  
STEPHANIE SANZMAN | APR 21, 2023



# Press Highlights - April 2023

+ WUNDERMAN THOMPSON

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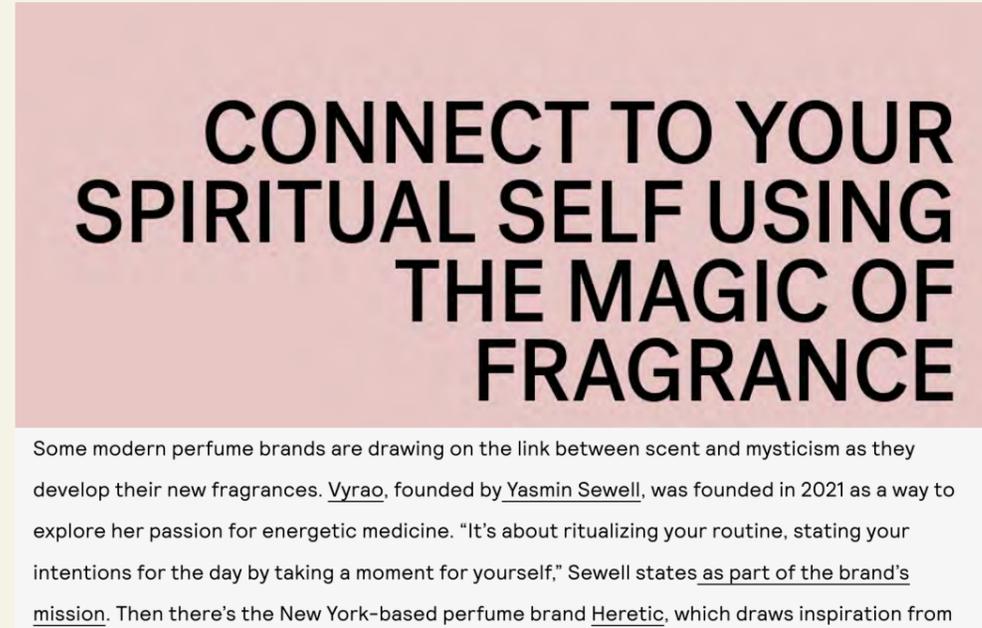
Insight  
**Neuroscents**  
Apr 04, 2023

Estee Lauder's Incubation and early-stage investment arm, New Incubation Ventures, took a minority stake in Vyrao in March 2023. Vyrao, which launched in May 2021, describes itself as "the world's first wellbeing brand to fuse energetic healing with master perfumery." In other words: "We make good feelings."

"We are in a new era of scent and how we can use it to feel better," said Vyrao founder Yasmin Sewell. Vyrao goes "beyond traditional wellness and fragrance," Sewell said, to "support our spiritual and mental well-being."

NYLON

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## CONNECT TO YOUR SPIRITUAL SELF USING THE MAGIC OF FRAGRANCE

Some modern perfume brands are drawing on the link between scent and mysticism as they develop their new fragrances. Vyrao, founded by Yasmin Sewell, was founded in 2021 as a way to explore her passion for energetic medicine. "It's about ritualizing your routine, stating your intentions for the day by taking a moment for yourself," Sewell states as part of the brand's mission. Then there's the New York-based perfume brand Heretic, which draws inspiration from

THE TIMES

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INTERIORS

## These scented candles and oils will have your house smelling divine

Sarah Macken picks out fragrant candles and oils that relax,



GOURMET TRAVELLER

Print



GT team favourite

# Press Highlights - May 2023

COSMETICS  
BUSINESS

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## Cosmetics Business reveals the top 5 fragrance trends of 2023 in new report

### Trend 2: Energy-raising scents

When the beauty giants start investing, it's a sure sign that a trend is getting serious.

Estée Lauder Companies' New Incubation Ventures' recent investment in Vyrao, a brand which says its fragrances are designed to "connect us to ourselves and raise our energy" demonstrates ELC's "belief in the opportunity where fragrance and wellness meet," says Simon Murray, Brand Manager of The Red Tree.

The connection between wellness and fragrance has always existed, but over the past couple of years, it has become one of the key reasons why consumers are investing more in fragrances.

Today, 71% of fragrance wearers look for a scent that lifts their mood, according to Circana.

And now a new crop of brands are thriving with fragrances that consumers can use to amplify their intention and boost their energy, and ultimately, bring their mood to the centre of their fragrance story.

marie claire

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## It's official—these are the 11 best summer perfumes ever made

And they have impressive staying power



(Image credit: FreeEo)

VYRAO FREEoo

COSMETICS  
BUSINESS

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## The fragrance trend tapping into 'main character energy'



THE  
INDUSTRY  
.BEAUTY

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## Vyrao launches its new fragrance to "spark joy and happiness"

The olfactory company, Vyrao, has launched its seventh fragrance Sun Ræ eau de parfum.

Named after the company's brand ambassador and meta-healer Ræ, and created by perfumer Meabh Mc Curtin, Sun Ræ is Vyrao's most uplifting, golden recipe yet.

# Press Highlights - May 2023

**NYLON**

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**OUR 10 MOST-COMPLIMENTED FRAGRANCES (THAT WE'RE WILLING TO SHARE)**



**WITCHY WOO EAU DE PARFUM**  
Vyrao

"Vyrao's line of 'high-vibrational' fragrances look like art pieces, and Witchy Woo is what I reach for to conjure up a moody, sensual, powerful version of myself. It has notes of orris, rose, nutmeg, and patchouli, and instantly puts me in a more free-flowing state of mind. Spritz this once to summon your creative powers." — *Falsh Xue, executive beauty director*

\$190 → SEE ON VYRAO

**TZR**

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(Fragrance)

## The Self-Pleasure Fragrance Movement Is About Wearing Whatever Smells Good To You



**BAZAR**

Click to read

**The very best perfumes for spring and beyond**

From reimagined classics to new, niche launches, discover *Bazaar's* most favourite scents



**Vyrao Sun Ræ Eau de Parfum**  
£135 AT VYRAO.COM

Looking for a standout scent to claim as your signature? Vyrao is the unique and continuously stylish new girl

**marie claire**

Click to read

## Easy Escapes: Visit Clifftop Lodges, Isle of Portland where your very own slice of sleek sophistication awaits

What to pack:



Soho Home, House Robe



Vyrao, The Sixth

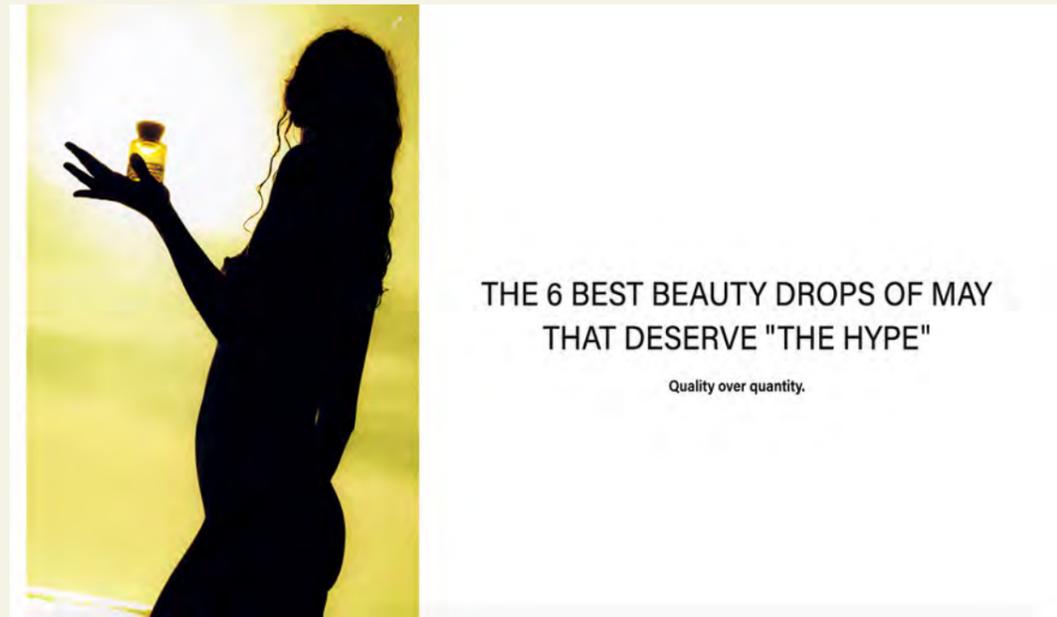


Ruinart, Blanc de Blanc

## Press Highlights - May 2023

**HYPEBAE**

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**"Marked as the brand's seventh fragrance, it is a scent you will need more of. "Sun Ræ" offers a warm burst of refreshing citrus notes with hints of turmeric, lemon and ginger. As it dries down, it transforms into a serene and calming aroma infused with amber and a non-aggressive powdery finish on the skin."**

**- Stixx M**

# Press Highlights - June 2023

GRITTY pretty

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Harpers' BAZAAR

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Fashion > Trends & Shopping Guides

## 14 Houseware Pieces That Will Transform Your Space

They'll make your home feel brand new, instantly

**THE ENERGETIC RESET**

**Vyrao Ember Incense**

**\$50 AT SHOP BAZAAR**

[Read more](#)

Sometimes all it takes for a reset is clearing the air, literally. This Vyrao incense is made of organic plant and flower essences, using natural scents to amplify spiritual energies through the ceremony of clearing and resetting.

EveningStandard.

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## Yasmin Sewell's Favourite Things, from beauty products to holiday essentials

The ex-fashion trailblazer has reinvented herself in the world of fragrance

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TheBusinessPost

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## 7 essential scents for the summer

From complex and mysterious to timeless elegance, this is the olfactory

### For the Scent Influencer

**Vyrao Free 00 edp, from €160 for 50mls**

"This perfume brand blows my mind.  
Amazing, intriguing, interesting scents, and  
God knows I don't think that very often."

— India Knight, Sunday Times Style

VYRAO Vision

Press

**“I'm convinced that Vyrao is in its own league...  
If her track record is anything to go by, Vyrao is  
set to be a bonafide success.”**

— Hetty Mahlich, *Showstudio*

**“... Vyrao, a new range of perfume, created  
by Yasmin Sewell, ... is quite frankly, a game  
changer. ...it's impossible to pick a favourite as  
they all really are that good.”**

— Penny Goldstone & Sunil Makan, *Marie Claire*

**“Yasmin Sewell, has made a career out of hitting  
on trends before they become trends,  
and this latest launch seems poised to follow  
the same trajectory.”**

— Mary Cleary, *Wallpaper*

**“Yasmin Sewell is moving onward...with a  
series of five “high vibration” unisex fragrances  
that are true multitaskers. Not only do they  
smell good, they're also meant to supercharge  
wearers with feelings of self-love, courage  
and creativity, and bestow  
illumination, protection and courage.”**

— Samantha Conti, *WWD*

VYRAO Vision

Press

“You’ll be entranced by the smoky, sexy aroma of Witchy, the scent of Claridges Spa.”

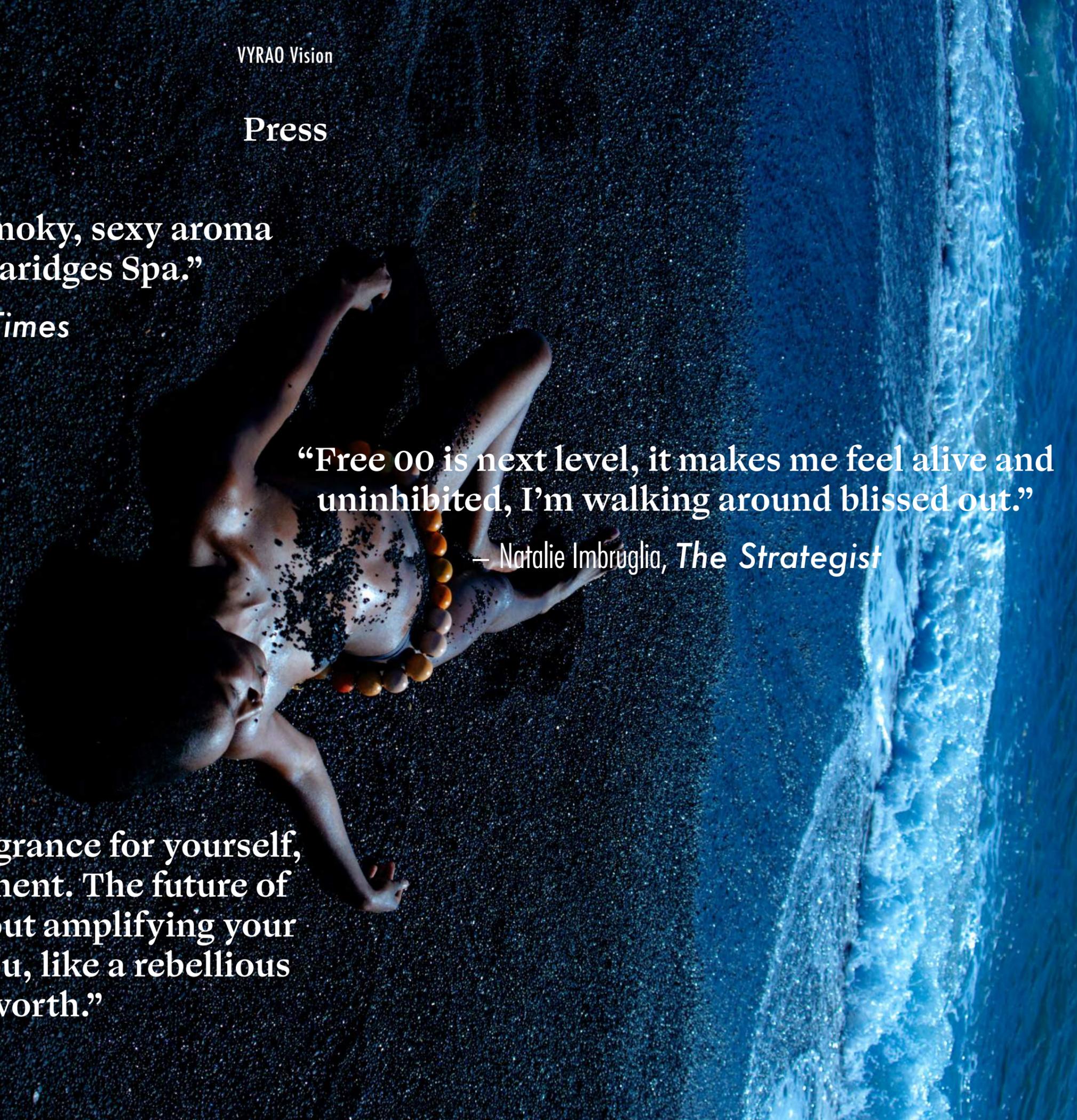
– Claridges, *Sunday Times*

“Free 00 is next level, it makes me feel alive and uninhibited, I’m walking around blissed out.”

– Natalie Imbruglia, *The Strategist*

“Vyrao is about choosing fragrance for yourself, and for your self-empowerment. The future of fragrance is exactly this: about amplifying your joy and wearing scent for you, like a rebellious act of true self-worth.”

– Alice du Parcq



"Vyrao is one of the most exciting new introductions I've seen in the fragrance category in a long time. Much like its founder, Yasmin, the brand has heart, soul, dynamism, individuality and style. Something very special.

Vyrao feels niche and artisanal, yet commercial, too—often a hard balance to strike. We feel very lucky to have Vyrao at Violet Grey, to introduce this beautiful brand to our discerning customer and to help build its presence."

— Sarah Brown, Violet Grey



Thank You