

JOURI

BRAND BOOK



*“Welcome to JOURI, where elegance meets tradition,
and fragrances transcend boundaries.”*

Our Story

SCENTED REFLECTIONS OF DUBAI'S HERITAGE AND FUTURE

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BRIDGING PAST AND FUTURE

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Our Story

SCENTED REFLECTIONS OF DUBAI'S HERITAGE AND FUTURE

JOURI, born from two decades of perfumery expertise, celebrates the enduring spirit of Dubai's heritage, effortlessly merging modern living with timeless traditions in a fragrance line that unites these captivating worlds.

Each JOURI fragrance is a testament to our journey, an ode to the unity of two beautiful realms in the art of perfumery, mirroring Dubai's vibrant heritage and visionary future.





Bottle Design Story

BRIDGING PAST AND FUTURE

The JOURI perfume flacon design is a testament to our commitment to blending the past and the future while capturing the essence of Dubai's vibrant spirit.

On one side of the bottle, a high-gloss glass surface reflects contemporary luxury, symbolizing the dynamic present of Dubai.

The opposite side bears the marks of time, with a matte finish that mimics the effects of years spent in the desert's embrace, slowly eroded by drifting sands.

Our Philosophy

WHAT JOURI STANDS FOR

Quality:

Epitomizing excellence, sourcing only the finest raw materials from renowned origins. Meticulous attention to the highest standards and details defines JOURI as a symbol of prestige and quality.

Individuality:

We celebrate the distinctive nature of our fragrances, empowering our customers to express their unique personalities.

Tradition:

Rooted in the rich tradition of Middle Eastern fragrance crafting, JOURI pays homage to its heritage.

Luxury:

We cherish the allure of exclusivity, taking immense pride in crafting prestigious, high-quality products. JOURI invites you to embark on an extraordinary olfactory journey that harmonizes the past with the modern future.



Our aim is to bring
finely crafted and
exotic perfumes to
our customers, that
are created using the
best raw material and
precious ingredients
from around
the world. A synthesis
of craft,
and



Our Customer

EMBRACING TRADITION AND MODERNITY

JOURI's customers, aged 20 to 50, appreciate the finesse of French perfumery. They seek fragrances that seamlessly blend French sophistication with an Oriental touch, catering to their Arabic taste while complementing their modern lifestyle.

JOURI crafts "Soft Oriental" and "Modern Oriental" scents, inviting you to explore the fusion of two harmonious perfume worlds.

Discover fragrances that transcend tradition and culture, offering a sensory journey that's both timeless and contemporary.



"JOURI, shaped by Dubai's spirit, crafts perfumes that celebrate individuality through intricate compositions. Our unwavering commitment to quality and craftsmanship reflects the essence of this dynamic city."

Our Look

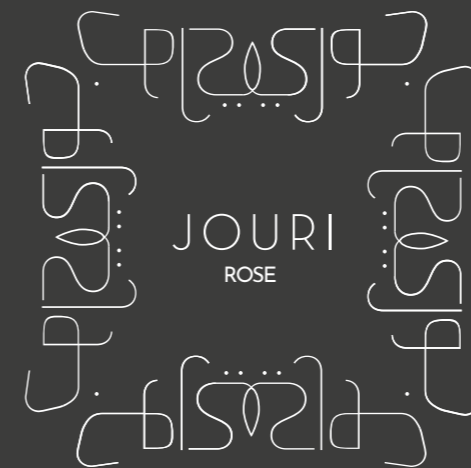
THE JOURI LANGUAGE



JOURI
جوري

JOURI WORDMARK

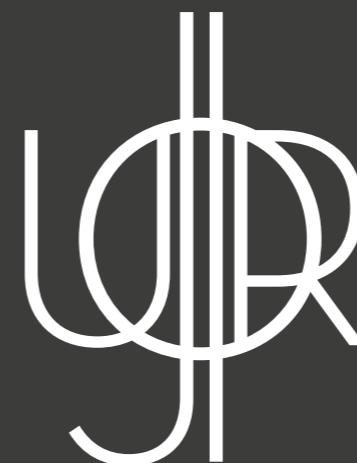
The Jouri wordmark is the main logo of the brand. The English wordmark can be used on its own, or in combination with the Arabic wordmark (as shown above).



JOURI
ROSE
جوري
روز

JOURI CROWN

The Jouri crown can be used when the desired look is more feminine or decorative. It is however, not meant to be used for signage.



JOURI SIGNET

JOURI SIGNET

The Jouri signet is a strong, simple element that can be used to add a touch of elegance to package and print designs. It should not be used for store signage.



Our Concept

THE JOURI SCENT OASIS

In a timeless black and white look, the JOURI perfumes oasis presents and characterizes a new style category: urban elegance. The small but fine stand enraptures not only purists with its linear design—woman of the world can enjoy and get pampered here.

High-quality materials create an extravagant retreat: A white marble fragrance bar presents the premium perfume flacons, a black counter with fins designed to mimic the movement of desert sand, invite you to linger.

The design is classic and modern at the same time and perfectly embodies timeless simplicity and beauty, combined with tradition and extravagance. The JOURI scents are presented just as in a small, exclusive patisserie: an experience for all the senses, unique and exclusive.

Our Future

WHATS NEXT FOR US

1

EXPANDED PRODUCT LINE

Jouri will expand its line from perfume to bakhoor, essential oils, special gift set and more.

2

INTERNATIONAL RETAIL

Our vision is to become an international, well known brand which will cater to international taste while preserving its oriental touch.

CONTACT US

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Jouri Banan

EDP 50ml

FLORAL
FRUITY



Top Notes:
Blackcurrant, Pear, Violet, Baie Rose

Heart Notes:
Jasmine, Plum, Apple, Lily of the Valley

Base Notes:
Sandalwood, Musk, Cedarwood, Vanilla

Jouri Yud

EDP 50ml

ORIENTAL
WOODY
SPICY



Top Notes:
Bergamot, Cinnamon, Apple

Heart Notes:
White flowers, Tobacco, Cedarwood

Base Notes:
Grey Amber, Tonka Beans, Vanilla, Musk

Jouri Sadeem

EDP 50ml

ORIENTAL
FLORAL
WOODY



Top Notes:
Iris, Saffron, Pink Peppercorn

Heart Notes:
Apricot, Amber, Rose Absolute

Base Notes:
Leather, Patchouli

Jouri Aseel

EDP 50ml

FLORIENTAL
POWDERY
MUSKY



Top Notes:
Cyclamen, Bulgarian rose, Pink Peppercorn

Heart Notes:
Jasmine, Hawthorn, Italian Iris

Base Notes:
Tonka beans, Banilla, Musks, Sandalwood

Jouri Patchouli

EDP 50ml

FRUITY
FLORAL
AMBER



Top Notes:
Aldehydes, Violet Leaves, Peach, Pineapple, Blackcurrant, Plum, Bergamot, Lime, Fir Balsam, Pink Pepper, Black Pepper, Cinnamon, Coriander, Saffron.

Heart Notes:
Rose, Geranium, Jasmine, Lily of the Valley, Ylang-ylang, Iris, Orchid, Lavender

Base Notes:
Vanilla, Tonka, Oakmoss, Leather, Patchouli, Vetiver, Nagarmotha, Agarwood, Sandalwood, Cistus, Frank Incense, Styrax, Amber, Musk, Honey

Jouri Layal

EDP 50ml

FLORAL
FRUITY
WOODY
MUSKY



Top Notes:
Rose, Date, Orange blossom

Heart Notes:
Geranium, Patchouli, Cedarwood

Base Notes:
Sandalwood, Musk, Amber

Jouri Jild

EDP 50ml

FRUITY
AMBER
FLORAL
WOODY



Top Notes:
Strawberry, Saffron, Cinnamon, Coriander, Black-Pepper, Pink Pepper, Rhubarb

Heart Notes:
Jasmine

Base Notes:
Vetiver, Cedarwood, Ambergris, Treemoss, Labdanum, Gurjum Balsam, Smoky Leather, Guaiac Wood

Jouri Cambodi

EDP 50ml

WOODY
AGARWOOD



Top Notes:
Agarwood accords, Fruity, Oriental

Heart Notes:
Ambery, Oud, Woody

Base Notes:
Amber, Musky, Oudhy

Jouri Jadi

EDP 50ml

FRUITY
FLORAL
ORIENTAL
WOODY



Top Notes:
Saffron, Black Pepper, Grapefruit, Mint, Apple

Heart Notes:
Rose, Cylamen, Lily Of The Valley

Base Notes:
Agarwood(Oud), Vanilla, Tonka, Leather, Patchouli

Jouri Ramad

EDP 50ml

ORIENTAL
WOODY



Top Notes:
Saffron, Milk, Strawberry, Green Note

Heart Notes:
Cistus, Birch Tar, Cade

Base Notes:
Leather, Cedarwood, Sandalwood, gurjun balsam, Agarwood, Nagarmotha, Guaiac Wood

Jouri Cambodi

All Over Body Spray 125ml

WOODY
AGARWOOD



Top Notes:
Agarwood accords, Fruity, Oriental

Heart Notes:
Ambery, Oud, Woody

Base Notes:
Amber, Musky, Oudhy

Jouri Banan

All Over Body Spray 125ml

FLORAL
FRUITY



Top Notes:
Blackcurrant, Pear, Violet, Baie Rose

Heart Notes:
Jasmine, Plum, Apple, Lily of the Valley

Base Notes:
Sandalwood, Musk, Cedarwood, Vanilla

Jouri Layal

All Over Body Spray 125ml

FLORAL
FRUITY
WOODY
MUSKY



Top Notes:
Rose, Date, Orange blossom

Heart Notes:
Geranium, Patchouli, Cedarwood

Base Notes:
Sandalwood, Musk, Amber

Jouri Jild

EDP 50ml

FRUITY
AMBER
FLORAL
WOODY



Top Notes:
Strawberry, Saffron, Cinnamon, Coriander, Black Pepper, Pink Pepper, Rhubarb

Heart Notes:
Jasmine

Base Notes:
Vetiver, Cedarwood, Ambergris, Treemoss, Labdanum, Gurjum Balsam, Smoky Leather, Guaiac Wood

Jouri Oud Muattar Mila

35gm

FLORAL
AMBERY



Top Notes:
Citrus, Floral, Saffron

Heart Notes:
Herbal, Oud, Spicy

Base Notes:
Amber, Musk, Woody