

KAHF EDP

What stays with you, shapes you.

Not to be an inspiration, but a presence for those who progress with a clear vision. The choice for those with aspiration. A reflection of character and identity.

Kahf Extrait de Parfum is not just worn—it's lived. It grows with you, evolves over time, and remains as part of who you are becoming.

Kahf Extrait de Parfum serves as a companion through every journey, enriching each step with scents that evoke confidence, spark inspiration, and reflect the unique stories that unfold along the way.

Because progress is not just about reaching the destination; it's about embracing the journey itself; it's about the lessons that endure and the refinement that comes with time.

THE JOURNEY of PACKAGING :

Imperfection is an essential part of being human. As we strive to grow each day, there's a quiet beauty in the flaws we carry. We want to show imperfection not as a flaw, but as a form of strength. It's within the imperfections that our truest progress takes shape. This inspires the Kahf Extrait de Parfum bottle design.

The design begins with a vision-our sketches, acknowledging the human imperfection, capturing the raw beauty of individuality through asymmetrical forms. We balanced form and meaning by blending raw, concrete-like texture with refined detail on glass, representing the unique characteristics of humanity.

The form of "imperfection" can also be seen from the shape of the bottle's shoulders, which are lower and less sharp, indicating a humble attitude that a person maintains.

Overall, the design has a strong character and design language, emphasizing its position as a perfume with quality and long-lasting fragrance. The use of NFC technology embedded in the packaging provides an experience for consumers to be able to know which fragrance best suits their character.

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