


•
SÈVE

EAU DE PARFUM

The art of restraint.

BRAND CONCEPT

2026



THE TENSION

The category shouts.
Luxury whispers.



A saturated market competes for attention. The rarest signal left is silence — and it is the one SÈVE chooses.

noise / one signal

THE INSIGHT

One accord. Refined to silence.

SÈVE is built on a single olfactive idea —
concentration, not accumulation. Presence over
projection.



THE PRODUCT

A single note, worn like a second skin.

Not a pyramid of top, heart and base — but one refined accord that unfolds slowly on warmth.

SÈVE is composed to be lived in, not announced.

- FORM

One accord. No top-heavy opening.

- WEAR

A 12-hour skin-scent, close to the body.

- RITUAL

Three drops. Nothing more.

THE MOOD

Warm minimalism.

Light, glass and skin.

The brand's material world — no stock,
only texture and light: ivory, brushed
brass, amber, glass.



THE PACKAGING

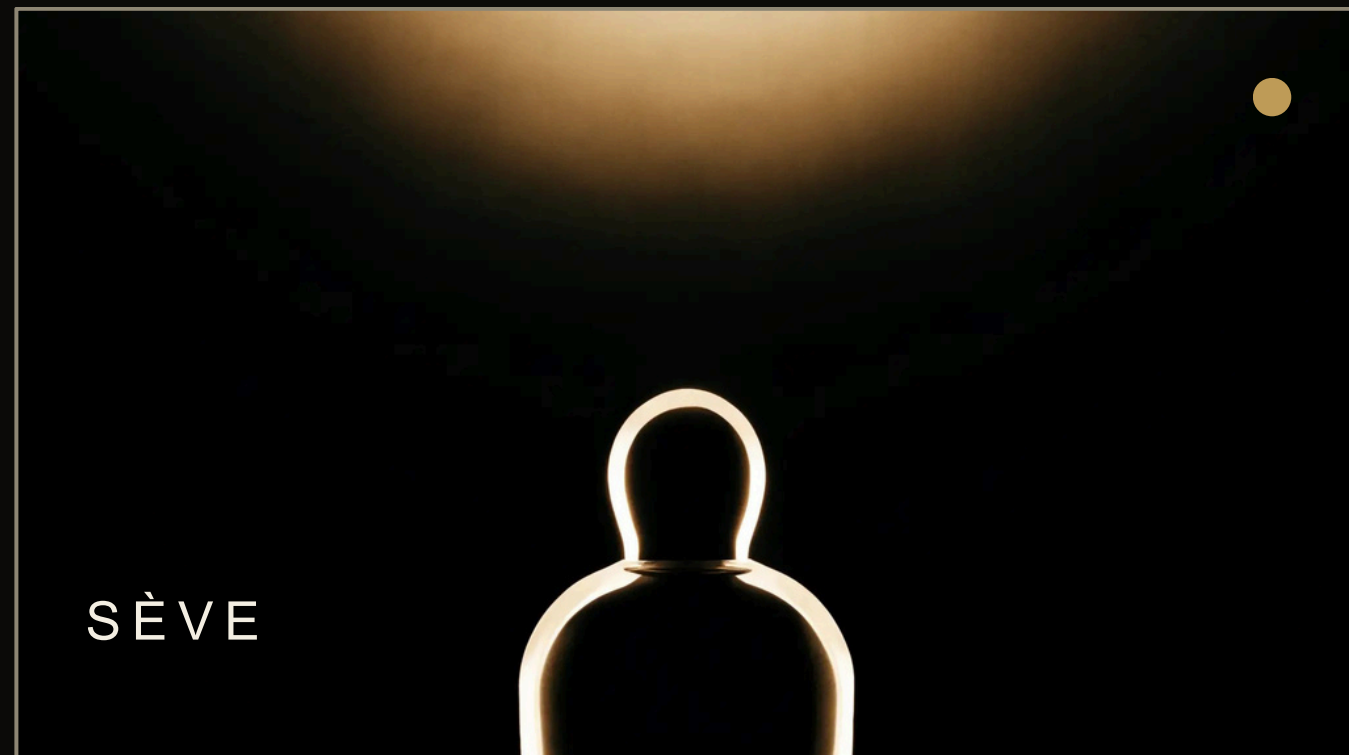
Designed to be kept, not discarded.

- WEIGHT Thick pressed glass, worth the hand.
- CAP Solid brushed brass, cool to the touch.
- MARK Blind-embossed monogram — felt, not seen.



KEY VISUAL

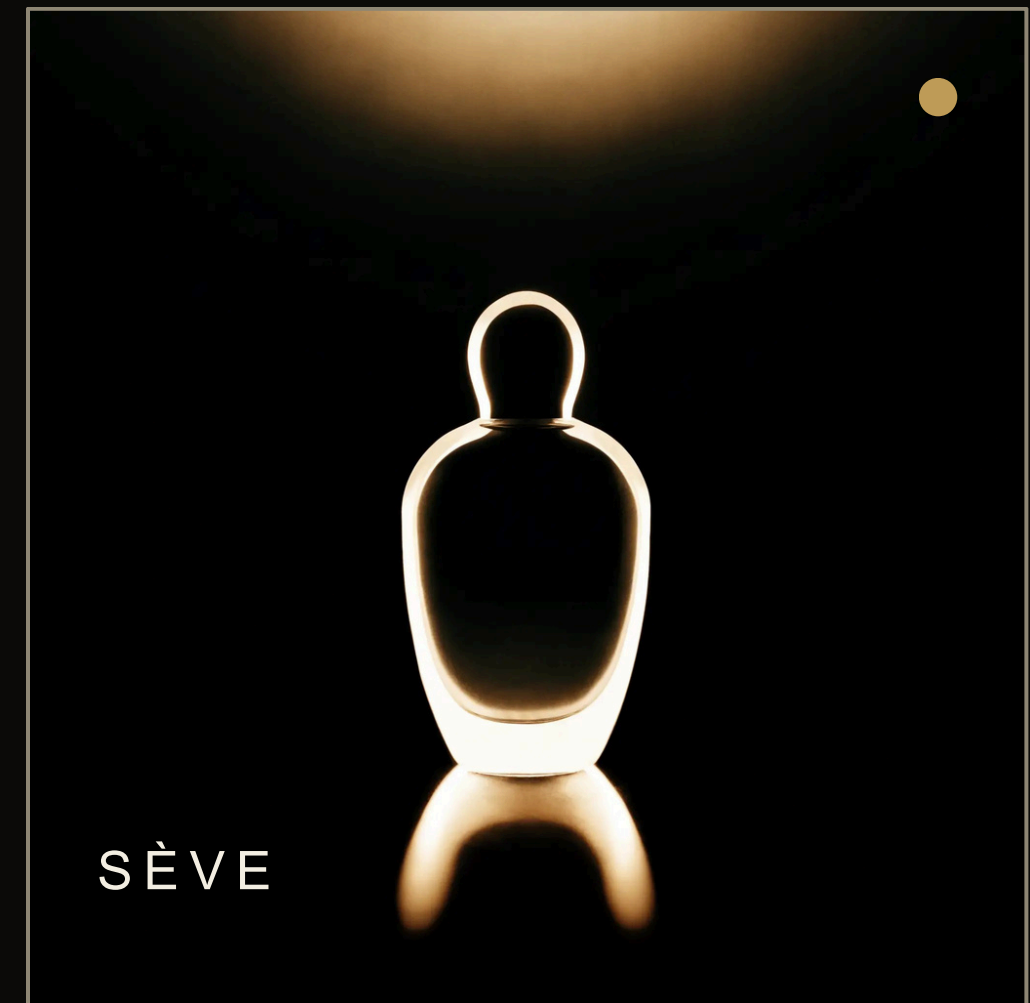
One composition, scaled to every format.



OOH · 6-SHEET



STORY · 9:16



FEED · 1:1

S O C I A L

Restraint reads as rarity —
even at thumbnail size.

- One subject per post.
- Negative space is the signature.
- Gold only as punctuation.



LAUNCH CAMPAIGN

Three acts. One rising note.

01



TEASER

Weeks 1–2

A silent film. No product — only the idea.

02



DROP

Week 3

A limited first pour. Direct-to-skin, invite-only.

03



RITUAL

Week 4 +

In-store scent ritual and one curated collaboration.

NEXT STEP

Choose the direction. We build the world.

- 01 Select one of three mood directions for the key visual.
- 02 Book the art-direction workshop to lock the launch system.