

# Desert Rose (PP03)

**Brand:** Minimalist

**Category:** Perfumes

**Collection code:** PP03

**Products in this book:** 1

**Seed last updated:** 2026-01-27

**Copy source:** PDP Translations sheet: Perfumes New PDP

**Active products at 31-Jan snapshot:** 1

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## 1. Collection identity

### Story & positioning

Desert Rose is a sweet and slightly spicy floral blend, where rose and vanilla meet warm woods in a feminine and captivating fragrance.

### Key benefits

- Long-lasting Scent
- Balanced Notes for Her
- Skin-friendly Ingredients
- Perfect for Daily Wear and Special Occasions
- Smooth Spray Application
- Ideal for Gifting for any Occasion

### Story panels (hero narrative blocks)

#### PANEL 1: A BEAUTIFUL, ROSY ELIXIR

Embark on a journey to the Arabian Desert. Sunrise amid the sand dunes, a rare flower delicately blooms with grace and beauty. An exhilarating scent of Mandarin, Rose Bulgarian, Ylang-Ylang blended with Vanilla and Cedar wood. Sweet ,slightly spicy and feminine. A poetic elixir that dazzles with confidence.

#### PANEL 2: PERFUME NOTES

The Desert Rose Parfum, opens with notes of a sweet, delicate and tangy mandarin. It reveals its depth with spicy, floral, and exotic facets of Bulgarian rose and ylang-ylang. Rich, delightful, and woody base notes of cedarwood and vanilla.

#### PANEL 3: ART IN A BOTTLE

Desert Rose is housed in a deep red bottle that contrasts elegantly with the golden details of the regal crown and label. The red color represents passion and sophistication which blends perfectly with the bottle's contemporary arabesque heritage design.



## 2. Full product roster

Every active product in this collection with its primary SKU, price, AR title if available, Judge.me rating, and live URL.

#	Product	AR	Primary SKU	Handle	Variants	Images	Price (AED)	Reviews	Stock	URL
1	Desert Rose - Parfum	ديزيرت روز - عطر	PP03	desert-rose-parfum	1	5	399	5.0* (29)	-	<a href="https://www.minimalist.ae/products/desert-rose-parfum">https://www.minimalist.ae/products/desert-rose-parfum</a>

### 3. Per-product deep specifications

One accordion per product with every structured spec known to Shopify (weight, harmonized code, Google category, barcode, region pricing).

#### Desert Rose - Parfum ( PP03 )

Field	Value
Handle	desert-rose-parfum
Vendor	Perfume
Type	Perfume
Product category	-
Google category	-
Google gender	-
Google age group	-
Google condition	-
SEO title	-
SEO description	-
Tags	Red Custom Gift Box, Women, product-mnl::Womens, venn-discount-5
Status	active
Variant count	1
Image count	5
Metafield count	41
Primary SKU	PP03
Price AED	AED 399
Compare-at price	-
Weight (g)	0
Barcode	PP03
Requires shipping	Yes
Taxable	Yes
Fulfillment	-
Inventory policy	continue
Cost per item	-

#### Parsed specifications (from PDP body)

Field	Value
SIZE	100 ml
TOP NOTES	Mandarin

Field	Value
MIDDLE NOTES	Rose Bulgarian, Ylang Ylang
BASE NOTES	Cedar Wood, Vanilla
SKU	PP03

### Arabic translations (Shopify Translate & Adapt)

- **title:** ديزيرت روز - عطر
- **seo\_description:** يتميز عطر ديزيرت روز بنفحات دافئة من الورد الفانيلا والأخشاب، حيث يتألق عبير الورد بركة آسرة وأنوثة جذابة.
- **body\_html:** Specifications

SIZE:

100 ml

TOP NOTES:

اليوسفي

MIDDLE NOTES:

الورد البلغاري، الإيلنج

BASE NOTES:

خشب الأرز، الفانيلا

SKU:

PP03

## 4. Per-product PDP copy

Shopify metafield copy exactly as it renders on the live PDP (body HTML, DYWL panels, how-we-compare, FAQs, tabs).

### Desert Rose - Parfum

#### Body description

-
Size
100 ml
-
TOP NOTES
Mandarin
-

#### MIDDLE NOTES

Rose Bulgarian, Ylang Ylang

-

#### BASE NOTES

Cedar Wood, Vanilla

-

SKU

PP03

## FAQs

### Tab: Shipping & Returns

We provide free worldwide delivery on all orders. You'll be able to select a delivery option and review prices for each option during the checkout. After your payment is verified, it may take up to 24 hours to process and ship your order. This does not include weekends or holidays. Purchases made after 9 am GST will not be shipped out until the next business day. If you order after 9 am GST on a Saturday, your order will likely be shipped out on the following Monday. Please refer to the chart below for rates/times. If you're not happy for any reason, you can return any of your purchased MINIMALIST items within 30 days of receiving your order, provided the items are unused and in their original condition. You may initiate your return through our Contact Us page.

### Tab: Warranty

Your product will be protected by our 2 year international warranty.

MINIMALIST has a limited warranty that covers manufacturer's defects for two years after the original purchase date from an authorized dealer.

Basically, if the parts or mechanics don't work properly, and it's our fault, we will repair or replace your product for free. However, this does not cover any abuse you might put your product through on your own. The warranty does not cover water damage, normal wear and tear, batteries, accidental glass damage, scratches, strap damage, or theft. Proof of purchase is required for all warranty claims and service requests, so please keep your receipt. If you've purchased from our site, the order number will suffice; otherwise if you purchased via another authorized seller or retail location, you will need to contact them directly as they handle their own warranty claims, returns and exchanges.

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## 5. Sales playbook

Talking points for retail sales advisors and CS agents. Seeded from DAISY 31-Jan baseline + Shopify copy; edit via the admin override UI to replace the defaults.

## Elevator pitch (30 seconds)

Desert Rose is a sweet and slightly spicy floral blend, where rose and vanilla meet warm woods in a feminine and captivating fragrance.

## Best-fit personas

- The gift-giver: shopping for a milestone (birthday, engagement, Eid, graduation). Emphasise the signature wooden packaging and the sticker set.
- The self-purchase customer who rewards herself for a professional milestone. Emphasise longevity, pairing with existing jewellery, and care instructions.
- The returning customer expanding a set (already owns a Classic watch, considering a second piece). Emphasise cross-collection harmony and the upsell map below.
- The tourist buying a souvenir that says Emirates without feeling touristy. Emphasise the Barajeel/Khaleeji design language and shipping policies.

## Upsell map (recommend with this collection)

- Discovery set 2 ml x 5
- Signature size of a different note family
- Layering partner (Oud + Rose)

## Objection handlers

- **"It is expensive."** Anchor on the wooden gift box, the craftsmanship, and the warranty. Compare per-wear cost over 3 years. Offer the discovery set as an entry point for perfumes, or a smaller SKU within the collection for watches/jewellery.
- **"Can I get a discount?"** Minimalist rarely discounts outside the seasonal moments. Offer loyalty perks, the gift box upgrade, or a personalisation service at no extra cost where applicable.
- **"Is this authentic?"** Every piece has the Minimalist serial on the wooden box sticker, a harmonized code for customs, and a warranty card. All SKUs are registered against the Shopify master catalogue.
- **"Can I return it?"** Yes, within 14 days, unworn, in original packaging. Perfumes must be unsealed. Personalised items are final sale.
- **"Does it come with Arabic language care?"** Yes, all care cards ship bilingual. The PDP copy itself is published in Arabic and English, and the retail staff are trained in both.

## Style and wear tips

- Apply to warm pulse points (wrists, collarbone, behind the ears).
- Layer lighter notes under heavier Oud to extend longevity.
- Discovery set is the best entry; gift a full bottle of the favourite note.

## Story-panel lift-out (use verbatim when closing)

Embark on a journey to the Arabian Desert. Sunrise amid the sand dunes, a rare flower delicately blooms with grace and beauty. An exhilarating scent of Mandarin, Rose Bulgarian, Ylang-Ylang

blended with Vanilla and Cedar wood. Sweet ,slightly spicy and feminine. A poetic elixir that dazzles with confidence.

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## 6. Training material

Used by the retail onboarding programme and the Day 2-6 training transcripts. Quiz answers live at the bottom of this section; print the quiz separately for SAs.

### Key vocabulary

### Key vocabulary

- **Notes** - Top, heart, base. The scent evolves over the first 30 minutes.
- **Sillage** - The trail a perfume leaves in a room.
- **Longevity** - How long the perfume lasts on skin. Our Oud range is 8-10h; florals 4-6h.
- **Intensity** - Measured 1/5 to 5/5 on the PDP. 3/5 is our daily-wear sweet spot.

### Five things SAs must know before selling

- Long-lasting Scent
- Balanced Notes for Her
- Skin-friendly Ingredients
- Perfect for Daily Wear and Special Occasions
- Smooth Spray Application

### Common SA mistakes (from past training audits)

- Quoting "waterproof" instead of the correct "water-resistant 3 ATM".
- Skipping the wooden box as a selling point; always open it during the demo.
- Offering discount language before trying a non-monetary close (personalisation, gift wrap).
- Forgetting to ask about initials/engraving until after payment.
- Not mentioning the 14-day return policy when the customer hesitates.
- Handing over without showing care instructions - always flip to the care card.
- Calling the collection by its SKU prefix instead of its product name.

### Role-play script

**Customer:** I am looking for a gift for my wife's birthday. Something elegant, not too flashy.

**SA:** Congratulations in advance. May I ask roughly what she wears day to day - more minimal, or does she layer jewellery?

**Customer:** She is mostly minimal. But she loves small details.

**SA:** Then the **Desert Rose** collection is a perfect fit. It is built around the idea of quiet luxury - clean lines, one hero detail per piece. Let me show you the signature piece...

**SA** (opens the wooden box): Notice the packaging. Every piece ships in this exact box with a set of exclusive stickers - part of the unboxing experience. After she sees it, you will get credit for it.

**Customer:** How much is it?

**SA:** The range starts at AED 399. For a birthday gift with this kind of presence, that is the sweet spot. And it is fully covered by our one-year warranty.

**SA (closing):** Would you like me to wrap it, or would she prefer to open the signature wooden box herself?

## POS handling notes

- Always check if the customer wants initials before ringing up the sale.
- Offer the gift receipt option.
- For perfumes, check the seal before handover; never sell a broken seal.
- For watches, set the time on the watch before handing over when possible.
- For jewellery, use the black polishing cloth before the handover.

## Five-question quiz

**Q1.** What is the SKU prefix for the Desert Rose collection?

**Q2.** How many active products are currently in the Desert Rose collection?

**Q3.** Which category does Desert Rose belong to?

**Q4.** Name one upsell recommendation for Desert Rose.

**Q5.** What is the typical objection heard for Desert Rose and the one-line counter?

Answer key

- Q1: PP03 - Q2: 1 - Q3: Perfumes - Q4: See "Upsell map" above. - Q5: See "Objection handlers" above.

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## 7. Imagery inventory

Every image URL for every product in this collection. Source is Shopify CDN; the nightly mirror job populates the R2 URL column once Phase 4 ships.

### Desert Rose - Parfum ( `desert-rose-parfum` )

#	Alt	Shopify CDN	R2 mirror
1	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/Perfumes_0006_Desert-Rose-1.webp?v=1773306602">https://cdn.shopify.com/s/files/1/1843/6287/files/Perfumes_0006_Desert-Rose-1.webp?v=1773306602</a>	-
2	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/Perfumes_0014_Desert-Rose-2.webp?v=1773306602">https://cdn.shopify.com/s/files/1/1843/6287/files/Perfumes_0014_Desert-Rose-2.webp?v=1773306602</a>	-
3	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/Bottle_56264edf-b170-4256-a9ec-b762249cec98.webp?v=1758722406">https://cdn.shopify.com/s/files/1/1843/6287/files/Bottle_56264edf-b170-4256-a9ec-b762249cec98.webp?v=1758722406</a>	-
4	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/Notes_43724d25-dd4c-4a43-9c50-f0490f1580a6.webp?v=1773306602">https://cdn.shopify.com/s/files/1/1843/6287/files/Notes_43724d25-dd4c-4a43-9c50-f0490f1580a6.webp?v=1773306602</a>	-

#	Alt	Shopify CDN	R2 mirror
5	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/Main_48c56f00-a2fa-404c-a14b-b7e60fb1f5eb.webp?v=1773306602">https://cdn.shopify.com/s/files/1/1843/6287/files/Main_48c56f00-a2fa-404c-a14b-b7e60fb1f5eb.webp?v=1773306602</a>	-



## 8. Business context

Roadmap status, launch date, and expansion history. Pulled nightly from the "ALL LAUNCHES WITH DATES" Google Sheet.

Field	Value
Copy source	PDP Translations sheet: Perfumes New PDP

Field	Value
Seed last updated	2026-01-27
Sample product (31-Jan)	Desert Rose - Parfum
Sample SKU (31-Jan)	PP03
Sample price (31-Jan)	AED 399
Sample URL (31-Jan)	<a href="https://www.minimalist.ae/products/desert-rose-parfum">https://www.minimalist.ae/products/desert-rose-parfum</a>
Active count (31-Jan)	1
Products in this book	1
Launch date (sheet)	2023-02
Roadmap status	active
Upcoming launch flag	no
Sheet last synced	2026-04-22T17:29:00

## 9. Perfume-specific

Notes pyramid, intensity, longevity, and occasion mapping pulled from the perfume metafield block.

### Desert Rose - Parfum

Attribute	Value
Icon 1	Mandarin
Icon 2	Rose Bulgarian
Icon 3	Ylang Ylang
Icon 4	Cedar Wood
Icon 5	Vanilla
Title1	Notes
Title2	Art in a Bottle
Content1	The Desert Rose Parfum, opens with notes of a sweet, delicate and tangy mandarin. It reveals its depth with spicy, floral, and exotic facets of Bulgarian rose and ylang-ylang. Rich, delightful, and woody base notes of cedarwood and vanilla.
Content2	Desert Rose is housed in a deep red bottle that contrasts elegantly with the golden details of the regal crown and label. The red color represents passion and sophistication which blends perfectly with the bottle's contemporary arabesque heritage design.
Custom Title1	A beautiful, rosy elixir
Custom Content1	Embark on a journey to the Arabian Desert. Sunrise amid the sand dunes, a rare flower delicately blooms with grace and beauty. An exhilarating scent of Mandarin, Rose Bulgarian, Ylang-Ylang blended with Vanilla and Cedar wood. Sweet ,slightly spicy and feminine. A poetic elixir that dazzles with con
Buttontext1	Show all ingredients

Attribute	Value
Popup1	TOP - MANDARIN MIDDLE - ROSE BULGARIAN YLANG-YLANG BASE - CEDAR WOOD VANILLA

### 13. Change log (last 90 days)

Product-level changes in this collection: price moves, new variants, discontinued SKUs, image refreshes, copy edits.

When	SKU	Field	Old	New	Source
2026-04-22	-	new	-	Desert Rose - Parfum	shopify_minimalist

### 14. Customer reviews (Judge.me)

29 reviews across 1 products, 5.00\* average.

Product	Reviews	Avg
Desert Rose - Parfum	29	5.00