

Joory Musk (PP09)

Brand: Minimalist

Category: Perfumes

Collection code: PP09

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

1. Collection identity

Story & positioning

Joory Musk is a musky and aromatic blend that captures refined sophistication through layers of fresh, earthy, and smoky notes.

Key benefits

- Long-lasting Scent
- Balanced Notes for Him & 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 MUSKY AND AROMATIC MASTERPIECE

Discover luxury with Joory Musk, a fragrance that embodies elegance and depth in every spray. Awaken your senses with the lively freshness of davana, bergamot, and pink pepper. Leading into a rich fusion of vetiver, white amber rosemary and oud creating a warm and earthy aroma. The scent completes with a blend of sandalwood, leather, tonka and musk offering a sense of comfort. Crafted to captivate, an exceptional gift for those who cherish the essence of refined sophistication.

PANEL 2: PERFUME NOTES

The Joory Musk Parfum, opens with notes of aromatic davana and bergamot, with vibrant pink pepper. It reveals its depth with vetiver, white amber, rosemary and oud. Rich, smoky, and earthy base notes of sandalwood and leather, with sweet, warm and powdery musk and tonka bean.

PANEL 3: ART IN A BOTTLE

Joory Musk is housed in a rich purple bottle that contrasts elegantly with the golden details of the regal crown and label. The rich purple color represents royalty and power 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 | Joory Musk - Parfum | مسك جوري - عطر | PP09 | joory-musk-parfum | 1 | 5 | 449 | 4.8* (13) | - | https://www.minimalist.ae/products/joory-musk-parfum |

3. Per-product deep specifications

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

Joory Musk - Parfum (PP09)

| Field | Value |
|-------------------|---|
| Handle | joory-musk-parfum |
| Vendor | Perfume |
| Type | Perfume |
| Product category | - |
| Google category | - |
| Google gender | - |
| Google age group | - |
| Google condition | - |
| SEO title | - |
| SEO description | - |
| Tags | Men, Red Custom Gift Box, Women, product-mnl::UNISEX, venn-discount-5 |
| Status | active |
| Variant count | 1 |
| Image count | 5 |
| Metafield count | 61 |
| Primary SKU | PP09 |
| Price AED | AED 449 |
| Compare-at price | - |
| Weight (g) | 0 |
| Barcode | PP09 |
| Requires shipping | Yes |
| Taxable | Yes |
| Fulfillment | - |
| Inventory policy | deny |

| Field | Value |
|---------------|-------|
| Cost per item | - |

Parsed specifications (from PDP body)

| Field | Value |
|--------------|-------------------------------------|
| SIZE | 100 ml |
| TOP NOTES | Davana, Bergamot, Pink Pepper |
| MIDDLE NOTES | Vetiver, White Amber, Rosemary, Oud |
| BASE NOTES | Sandal, Tonka, Leather, Musk |
| SKU | PP09 |

Arabic translations (Shopify Translate & Adapt)

- **title:** مسك جوري - عطر
- **seo_description:** جوري مسك هو عطر مميز يفيض رقيًا، يجمع بين قاعدة من المسك وطبقات منعشة. ودخانية ليعكس أسلوباً متفردًا من الأناقة.
- **body_html:** Specifications

SIZE:

100 ml

TOP NOTES:

الدافانا العطرية، البرغموت، الفلفل الوردي

MIDDLE NOTES:

نجيل الهند، العنبر الأبيض، إكليل الجبل، العود

BASE NOTES:

خشب الصندل، التونكا، الجلد، المسك

SKU:

PP09

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).

Joory Musk - Parfum

Body description

-

Size

100 ml

-

TOP NOTES

Davana, Bergamot, Pink Pepper

-

MIDDLE NOTES

Vetiver, White Amber, Rosemary, Oud

-

BASE NOTES

Sandal, Tonka, Leather, Musk

-

SKU

PP09

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.

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.

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)

Joory Musk is a musky and aromatic blend that captures refined sophistication through layers of fresh, earthy, and smoky notes.

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)

Discover luxury with Joory Musk, a fragrance that embodies elegance and depth in every spray. Awaken your senses with the lively freshness of davana, bergamot, and pink pepper. Leading into a rich fusion of vetiver, white amber rosemary and oud creating a warm and earthy aroma. The scent completes with a blend of sandalwood, leather, tonka and musk offering a sense of comfort. Crafted to captivate, an exceptional gift for those who cherish the essence of refined sophistication.

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 Him & 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 **Joory Musk** 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 449. 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 Joory Musk collection?

Q2. How many active products are currently in the Joory Musk collection?

Q3. Which category does Joory Musk belong to?

Q4. Name one upsell recommendation for Joory Musk.

Q5. What is the typical objection heard for Joory Musk and the one-line counter?

Answer key

- Q1: PP09 - Q2: 1 - Q3: Perfumes - Q4: See "Upsell map" above. - Q5: See "Objection handlers" above.

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.

Joory Musk - Parfum (joory-musk-parfum)

| # | Alt | Shopify CDN | R2 mirror |
|---|-----|---|-----------|
| 1 | - | https://cdn.shopify.com/s/files/1/1843/6287/files/Perfumes_0003_JooryMusk1.webp?v=1773315478 | - |
| 2 | - | https://cdn.shopify.com/s/files/1/1843/6287/files/Perfumes_0017_JooryMusk-2.webp?v=1773315478 | - |
| 3 | - | https://cdn.shopify.com/s/files/1/1843/6287/files/Main.webp?v=1773315478 | - |
| 4 | - | https://cdn.shopify.com/s/files/1/1843/6287/files/Notes.webp?v=1773315478 | - |
| 5 | - | https://cdn.shopify.com/s/files/1/1843/6287/files/Bottle.webp?v=1773315478 | - |



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 |
| Seed last updated | 2026-01-27 |
| Sample product (31-Jan) | Joory Musk - Parfum |
| Sample SKU (31-Jan) | PP09 |
| Sample price (31-Jan) | AED 449 |
| Sample URL (31-Jan) | https://www.minimalist.ae/products/joory-musk-parfum |
| Active count (31-Jan) | 1 |
| Products in this book | 1 |
| Launch date (sheet) | 2025-02 |
| 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.

Joory Musk - Parfum

| Attribute | Value |
|-----------|-------------|
| Icon 1 | Davana |
| Icon 2 | Bergamot |
| Icon 3 | Pink Pepper |
| Icon 4 | Vetiver |
| Icon 5 | White Amber |
| Icon 6 | Rosemary |
| Icon 7 | Oud |
| Icon 8 | Leather |
| Icon 9 | Musk |
| Icon 10 | Tonka |
| Icon 11 | Sandalwood |
| Title1 | Notes |

| Attribute | Value |
|-----------------|--|
| Title2 | Art in a Bottle |
| Content1 | The Joory Musk Parfum, opens with notes of aromatic davana and bergamot, with vibrant pink pepper. It reveals its depth with vetiver, white amber, rosemary and oud. Rich, smoky, and earthy base notes of sandalwood and leather, with sweet, warm and powdery musk and tonka bean. |
| Content2 | Joory Musk is housed in a rich purple bottle that contrasts elegantly with the golden details of the regal crown and label. The rich purple color represents royalty and power which blends perfectly with the bottle's contemporary arabesque heritage design. |
| Custom Title1 | A Musky and Aromatic Masterpiece |
| Custom Content1 | Discover luxury with Joory Musk, a fragrance that embodies elegance and depth in every spray. Awaken your senses with the lively freshness of davana, bergamot, and pink pepper. Leading into a rich fusion of vetiver, white amber rosemary and oud creating a warm and earthy aroma. The scent completes w |
| Buttontext1 | View all data |
| Popup1 | "TOP - DAVANA BERGAMOT PINK PEPPER MIDDLE - VETIVER WHITE AMBER ROSEMARY OUD BASE - SANDALWOOD TONKA LEATHER MUSK |

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 | - | Joory Musk - Parfum | shopify_minimalist |

14. Customer reviews (Judge.me)

13 reviews across 1 products, 4.85* average.

| Product | Reviews | Avg |
|---------------------|---------|------|
| Joory Musk - Parfum | 13 | 4.85 |