

Leather Oud (PP08)

Brand: Minimalist

Category: Perfumes

Collection code: PP08

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

Leather Oud is a rich and woody blend of leather and oud, opening with bright citrus and spice for a bold yet elegant fragrance.

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 RICH BLEND OF LEATHER & OUD

Immerse yourself in a symphony of scents with this exquisite fragrance, where fresh and bright top notes of cardamom, bergamot, and lemon awaken your senses like a refreshing breeze. As the fragrance unfolds, subtle notes of cypress and juniper introduce a touch of serenity, while a deep, luxurious blend of oud, guaiac wood, leather, and sandalwood ensures an elegant and lasting impression. Perfect for lovers of nature and luxury.

PANEL 2: PERFUME NOTES

The Leather Oud Parfum, opens with notes of aromatic cardamom and bergamot, with refreshing lemon oil. It reveals its depth with cypress, juniper and cypriol. Rich, woody, and smoky base notes of leather, oud and guaiacwood with earthy, warm vetiver and sandalwood.

PANEL 3: ART IN A BOTTLE

Leather Oud is housed in a rich brown bottle that contrasts elegantly with the golden details of the regal crown and label. The rich brown color represents sophistication and tradition 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	Leather Oud - Parfum	ليذر عود - عطر	PP08	leather-oud-parfum	1	5	449	4.7* (13)	-	https://www.minimalist.ae/products/leather-oud-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).

Leather Oud - Parfum (PP08)

Field	Value
Handle	leather-oud-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	58
Primary SKU	PP08
Price AED	AED 449
Compare-at price	-
Weight (g)	0
Barcode	PP08
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	Cardamom, Bergamot, Lemon oil
MIDDLE NOTES	Cypress, Juniper, Cypriol
BASE NOTES	Leather, Oud, Guaiacwood, Vetiver, Sandalwood
SKU	PP08

Arabic translations (Shopify Translate & Adapt)

- **title:** ليذر عود - عطر
- **seo_description:** يتميز عطر ليذر عود بمزيج خشبي غني من الجلد والعود، يفتح بنفحات حمضية وتوابل مشرقة ليمنحك عطراً جريئاً وأنيقاً في آن واحد.
- **body_html:** Specifications

SIZE:

100 ml

TOP NOTES:

الهيل، البرغموت، زيت الليمون

MIDDLE NOTES:

السرو، العرعر، السيبربول

BASE NOTES:

الجلد، العود، خشب الغاياك، النجيل العطري، خشب الصندل

SKU:

PP08

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).

Leather Oud - Parfum

Body description

-

Size

100 ml

-

TOP NOTES

Cardamom, Bergamot, Lemon oil

-

MIDDLE NOTES

Cypress, Juniper, Cypriol

-

BASE NOTES

Leather, Oud, Guaiacwood, Vetiver, Sandalwood

-

SKU

PP08

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)

Leather Oud is a rich and woody blend of leather and oud, opening with bright citrus and spice for a bold yet elegant 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)

Immerse yourself in a symphony of scents with this exquisite fragrance, where fresh and bright top notes of cardamom, bergamot, and lemon awaken your senses like a refreshing breeze. As the fragrance unfolds, subtle notes of cypress and juniper introduce a touch of serenity, while a deep, luxurious blend of oud, guaiac wood, leather, and sandalwood ensures an elegant and lasting impression. Perfect for lovers of nature and luxury.

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 **Leather Oud** 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 Leather Oud collection?

Q2. How many active products are currently in the Leather Oud collection?

Q3. Which category does Leather Oud belong to?

Q4. Name one upsell recommendation for Leather Oud.

Q5. What is the typical objection heard for Leather Oud and the one-line counter?

Answer key

- Q1: PP08 - 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.

Leather Oud - Parfum (leather-oud-parfum)

#	Alt	Shopify CDN	R2 mirror
1	-	https://cdn.shopify.com/s/files/1/1843/6287/files/Perfumes_0001_leatherOud1.webp?v=1773305957	-
2	-	https://cdn.shopify.com/s/files/1/1843/6287/files/Perfumes_0016_LeatherOud2.webp?v=1773305957	-
3	-	https://cdn.shopify.com/s/files/1/1843/6287/files/Main_fc77e0ed-07c0-4d1b-adaf-cac814c8c6c7.webp?v=1758780186	-
4	-	https://cdn.shopify.com/s/files/1/1843/6287/files/Notes_b186dff6-2458-4187-b640-c59fbb0d3aec.webp?v=1758780187	-
5	-	https://cdn.shopify.com/s/files/1/1843/6287/files/Bottle_281c6a0e-7702-4b59-87f5-b72bf4eab782.webp?v=1773305957	-



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)	Leather Oud - Parfum
Sample SKU (31-Jan)	PP08
Sample price (31-Jan)	AED 449

Field	Value
Sample URL (31-Jan)	https://www.minimalist.ae/products/leather-oud-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.

Leather Oud - Parfum

Attribute	Value
Icon 1	Cardamom
Icon 2	Bergamot
Icon 3	Lemon Oil
Icon 4	Cypress
Icon 5	Juniper
Icon 6	Cypriol
Icon 7	Oud
Icon 8	Leather
Icon 9	Guaiac Wood
Icon 10	Vetiver
Icon 11	Sandalwood
Title1	Notes
Title2	Art in a Bottle
Content1	The Leather Oud Parfum, opens with notes of aromatic cardamom and bergamot, with refreshing lemon oil. It reveals its depth with cypress, juniper and cypriol. Rich, woody, and smoky base notes of leather, oud and guaiacwood with earthy, warm vetiver and sandalwood.
Content2	Leather Oud is housed in a rich brown bottle that contrasts elegantly with the golden details of the regal crown and label. The rich brown color represents sophistication and tradition which blends perfectly with the bottle's contemporary arabesque heritage design.
Custom Title1	A Rich Blend of Leather & Oud

Attribute	Value
Custom Content1	Immerse yourself in a symphony of scents with this exquisite fragrance, where fresh and bright top notes of cardamom, bergamot, and lemon awaken your senses like a refreshing breeze. As the fragrance unfolds, subtle notes of cypress and juniper introduce a touch of serenity, while a deep, luxurious
Buttontext1	View all data
Popup1	"TOP - CARDOMOM BERGAMOT LEMON OIL MIDDLE - CYPRESS JUNIPER CYPRIOL BASE - OUD LEATHER GUAIACWOOD VETIVER SANDALWOOD

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	-	Leather Oud - Parfum	shopify_minimalist

14. Customer reviews (Judge.me)

13 reviews across 1 products, 4.69* average.

Product	Reviews	Avg
Leather Oud - Parfum	13	4.69