Santal Spice (PP11)

Brand: Minimalist
Category: Perfumes
Collection code: `PP11`
Products in this book: 1
Seed last updated: 2026-01-27
Copy source: Draft (generated from catalog only — PDP translations not provided)
Active products at 31-Jan snapshot: 1

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1. Collection identity

Story & positioning

Santal Spice is part of Minimalist's Perfumes range—designed with a clean, modern aesthetic and made to fit seamlessly into everyday wear.

Key benefits

- Minimal, versatile design suitable for everyday styling.
- Crafted to feel comfortable for long wear.
- Gifting-friendly presentation (where applicable).

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	Santal Spice - Parfum	سانتال سبايس - عطر	`PP11`	`santal-spice-parfum`	1	6	449	5.0* (2)	-	https://www.minimalist.ae/products/santal-spice-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).

Santal Spice - Parfum (`PP11`)

Field	Value
Handle	santal-spice-parfum
Vendor	Perfume
Type	Perfume
Product category	-
Google category	-
Google gender	-
Google age group	-
Google condition	-
SEO title	-
SEO description	-
Tags	Men, Women, product-mnl::UNISEX
Status	active
Variant count	1
Image count	6
Metafield count	50
Primary SKU	PP11
Price AED	AED 449
Compare-at price	-
Weight (g)	0
Barcode	PP11
Requires shipping	Yes
Taxable	Yes
Fulfillment	-
Inventory policy	continue
Cost per item	-

Parsed specifications (from PDP body)

Field	Value
SIZE	100 ml
TOP NOTES	Cardamom, Bergamot, Orange, and Tea

Field	Value
MIDDLE NOTES	Rose, Violet, and Magnolia
BASE NOTES	Suede, Tobacco, Tonka bean and Sandalwood.
SKU	PP11

Arabic translations (Shopify Translate & Adapt)

- **title:** سانتال سبايس - عطر
- **body_html:** Specifications

SIZE:

100 ml

TOP NOTES:

الهيل, البرغموت, البرتقال, الشاي

MIDDLE NOTES:

الورد, البنفسج, الماغنوليا

BASE NOTES:

الشمواه, التبغ, التونكا, خشب الصندل

SKU:

PP11

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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).

Santal Spice - Parfum

Body description

```
 -

Size

100 ml

-

TOP NOTES

Cardamom, Bergamot, Orange, and Tea

-

MIDDLE NOTES
```

```
Rose, Violet, and Magnolia

-

BASE NOTES

Suede, Tobacco, Tonka bean and Sandalwood.

-

SKU

PP11
```

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.

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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)

Santal Spice is part of Minimalist's Perfumes range—designed with a clean, modern aesthetic and made to fit seamlessly into everyday wear.

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.

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

- Minimal, versatile design suitable for everyday styling.
- Crafted to feel comfortable for long wear.
- Gifting-friendly presentation (where applicable).

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 **Santal Spice** 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 Santal Spice collection?

Q2. How many active products are currently in the Santal Spice collection?

Q3. Which category does Santal Spice belong to?

Q4. Name one upsell recommendation for Santal Spice.

Q5. What is the typical objection heard for Santal Spice and the one-line counter?

Answer key
- Q1: PP11 - 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.

Santal Spice - Parfum (`santal-spice-parfum`)

#	Alt	Shopify CDN	R2 mirror
1	-	https://cdn.shopify.com/s/files/1/1843/6287/files/image-removebg-preview.webp?v=1761110557	-
2	-	https://cdn.shopify.com/s/files/1/1843/6287/files/perfumes-for-men-and-women.webp?v=1761110461	-
3	-	https://cdn.shopify.com/s/files/1/1843/6287/files/SentalPerfume1000x1000.4.webp?v=1761110461	-
4	-	https://cdn.shopify.com/s/files/1/1843/6287/files/Santal-spice-notes.webp?v=1761110461	-
5	-	https://cdn.shopify.com/s/files/1/1843/6287/files/Santal-spice-perfume-minimalist.webp?v=1761110461	-
6	-	https://cdn.shopify.com/s/files/1/1843/6287/files/santal-spice-art-in-a-abottle.webp?v=1761110461	-

8. Business context

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

Field	Value
Copy source	Draft (generated from catalog only — PDP translations not provided)
Seed last updated	2026-01-27
Sample product (31-Jan)	Santal Spice - Parfum
Sample SKU (31-Jan)	PP11
Sample price (31-Jan)	AED 449

Field	Value
Sample URL (31-Jan)	https://www.minimalist.ae/products/santal-spice-parfum
Active count (31-Jan)	1
Products in this book	1
Launch date (sheet)	2025-07
Roadmap status	active
Upcoming launch flag	no
Sheet last synced	2026-04-22T17:29:00

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9. Perfume-specific

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

Santal Spice - Parfum

Attribute	Value
Icon 1	Bergamot
Icon 2	saffron
Icon 3	Patchouli
Icon 4	Dry Amber
Icon 5	Musk
Icon 6	Vetiver
Title1	Notes
Title2	Art in a Bottle
Content1	Saffron Musk opens with the rich, golden warmth of saffron, infused with the vibrant zest of bergamot for a bright, citrusy touch. At its heart, warm amber and earthy patchouli envelop the fragrance in deep, comforting warmth. Finally, velvety musk and refined vetiver leave a smooth, long-lasting tr
Content2	Saffron Musk is encased in a frosted amber bottle, elegantly contrasted by golden details on the regal crown and label. The warm amber hue reflects the richness of saffron and the festive spirit of Eid, seamlessly blending with the bottle’s contemporary arabesque heritage design.
Custom Title1	A Luxurious Eid Fragrance
Custom Content1	A fragrance of depth and distinction, crafted exclusively for Eid. Saffron Musk is a luxurious blend of rich saffron, warm amber, and velvety musk. It opens with a fresh burst of bergamot, adding an unexpected brightness before settling into a deep, musky base. A modern yet timeless scent, perfect f
Buttontext1	View all data
Popup1	"TOP - BERGAMOT SAFFRON MIDDLE - PATCHOULI DRY AMBER BASE - MUSK VETIVER

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**	-	Santal Spice - Parfum	shopify_minimalist

14. Customer reviews (Judge.me)

2 reviews across 1 products, 5.00* average.

Product	Reviews	Avg
Santal Spice - Parfum	2	5.00