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Liquid gold, known as “*lamar*” in Arabic, was used in many aspects of decorating artworks: in architecture, jewelry, and manuscript illumination.

The process is called “*tezhib*” in Turkish, which literally means “making it gold”. In this process, a hierarchy emerges using three important elements.

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I. Calligraphy:

First in this hierarchy is calligraphy, which is used to inscribe a message, a name or the word of God. This would usually take the top priority.



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Example of how calligraphy is used to decorate artifacts

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Example of how calligraphy is used in architectural design

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II. Geometry:

The second level of decoration is the use of geometrical patterns.

This was and remains to be a very intricate science – based on mathematical equations and based on the 4, 5 or 6-pointed stars.

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Example of geometrical designs used to decorate walls

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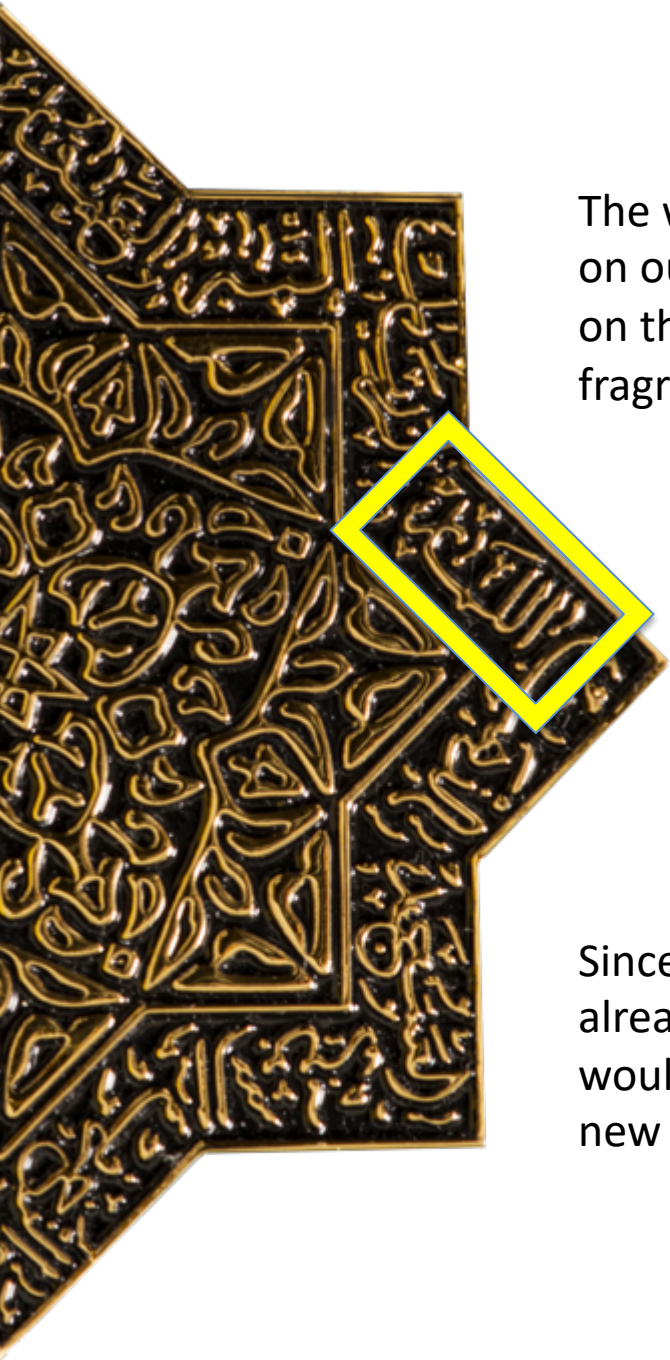
III. Biomorphs:

The third decorative element is reserved for the floral designs, also referred to as “biomorphs” or “arabesque,” and which adhere to the geometry at its most basic level.

For the Lamar bottle & packaging design, we focused on the calligraphy and biomorphic aspects.

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The word LAMAR is already inscribed on our existing cap that can be found on the DAHAB fragrance. These 2 fragrances are tied to each other.

Since the name of the fragrance was already listed on the cap, we thought it would be interesting to add something new to the bottle...

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We looked to draw inspiration from some of the notes of the scent itself. In the case of LAMAR, the pyramid is as follows:

- Top Notes: Fruity notes, bergamot, coriander, cardamom, and orange.
- Heart Notes: Jasmine, Bulgarian rose, Turkish rose, marigold, magnolia, and saffron.
- Base Notes: Ambroxan, cedarwood, vanilla, moss, and toffee.

Top:



Heart:



Base:



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We incorporated the TOP notes on the first level of calligraphy around our logo:

فيه برتقال وبرتقال وبرتقال وبرتقال

Translation: *In Lamar there is orange, bergamot, coriander, and cardamom;*

جمال عبقهم حديث الأمصار

Translation: *The beauty of their scent is the talk of the people.*

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In the second level of calligraphy, we incorporated the HEART notes :

ومخملية ومغنولية وورد وياسمين وزعفران

Translation: *And marigold, magnolia, rose, jasmine and saffron;*

طيف عبقرى يتسلل بعد طول انحسار

Translation: *A splendid scent that stealthily comes forth after a long regression.*

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Finally, the BASE notes are the added to the outer part of the calligraphy circle:

وحلوى توفى وخشب أرز وحزازية وأمبروكسان

Translation: *And toffee, cedarwood, moss, and ambroxan;*

قاعدة ثابتة مستمرة الى ما بعد وقت الأسحار

Translation: *A steady base that lasts until after dawn.*

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فيه برتقال وبرغموت وكزبرة وحبهان

Translation: *In Lamar there is orange, bergamot, coriander, and cardamom;*

جمال عبقهم حديث الأمصار

Translation: *The beauty of their scent is the talk of the people.*

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وحلوى توفي وخشب أرز وحزازية وأمبروكسان

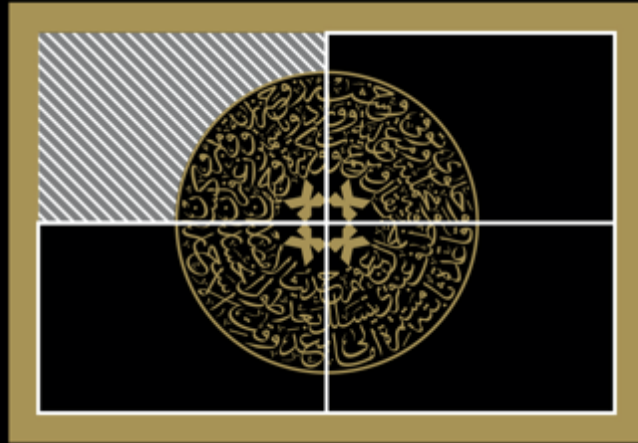
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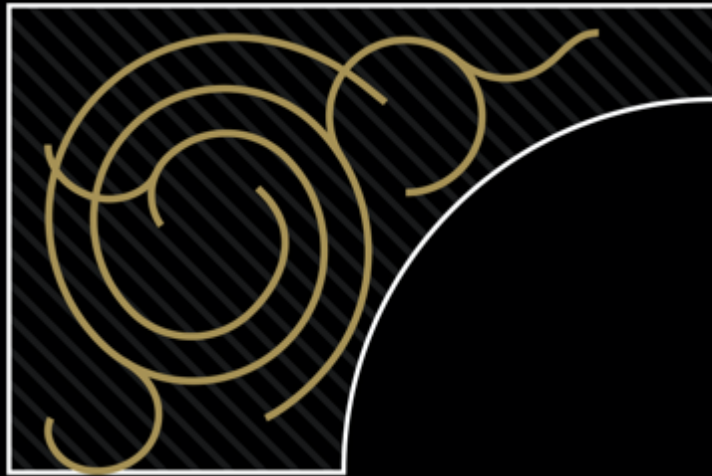
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The next step would be to fit the biomorphs perfectly within the space around the calligraphy, and must not cross the safe area for metallization.

Since the biomorph designs are based on spirals that conform to a given area that can be mirrored, the space is divided into four equal parts.



After conducting a thorough research on existing biomorph designs in order to find the visual logic that would enable us to customize it for this specific area, several spirals are designed to fill up the quadrant.

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The typical motifs that are usually associated with biomorphs, including variations of leaves, are researched and designed with different levels of detail.



Marigold



Rose



Jasmine



Magnolia

In addition to stems and leaves, biomorphs can also include flowers.

We specifically chose the marigold, magnolia, rose, and jasmine flowers as our flower biomorphs as they are also some of the flowers that are found in the scent itself.

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The elements are then integrated, and the area is mirrored.

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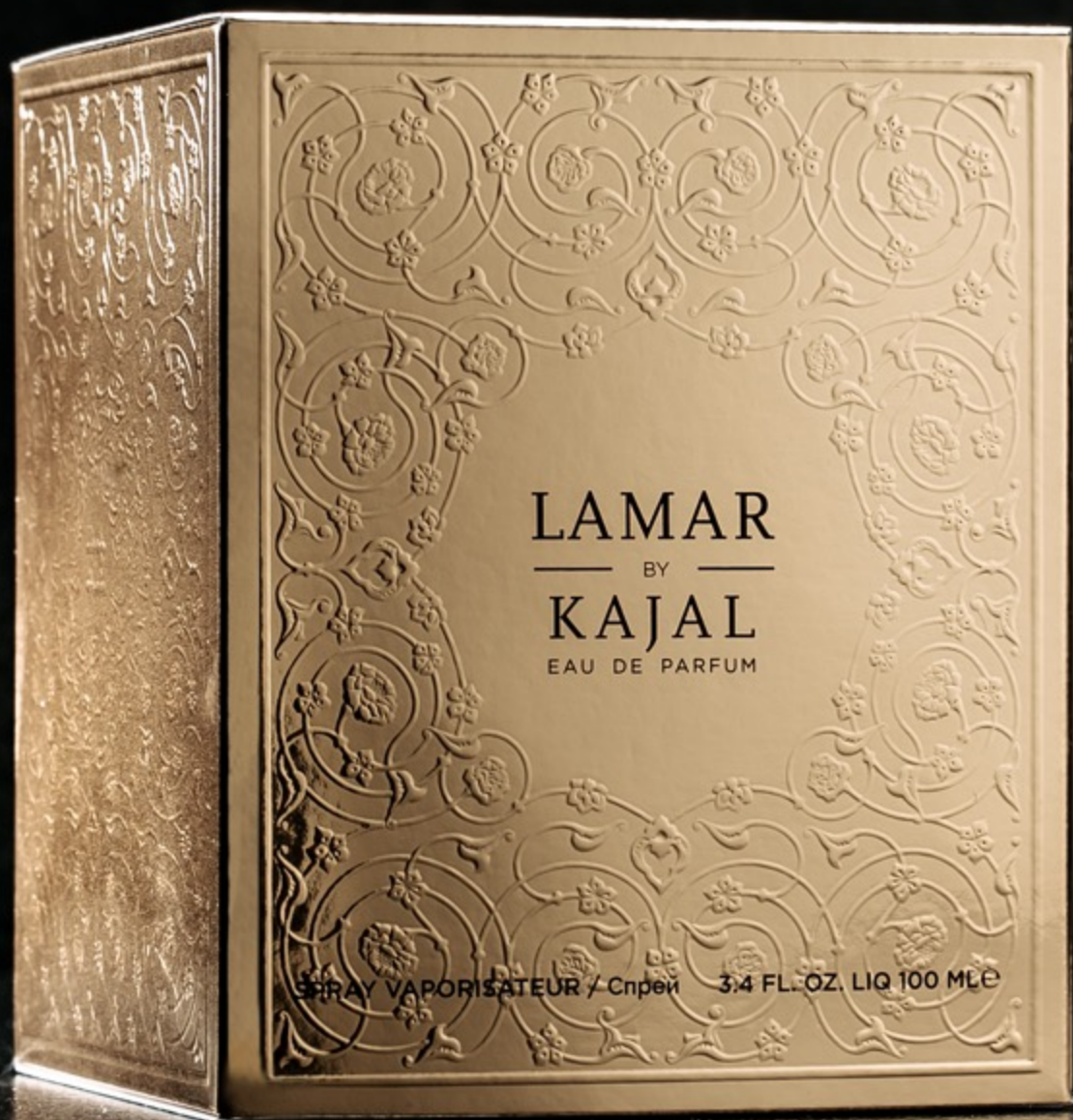


The design is present on all sides except the front, which has the name of the perfume instead of the calligraphy.

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LAMAR
— BY —
KAJAL
EAU DE PARFUM



LAMAR

BY

KAJAL

EAU DE PARFUM

SPRAY VAPORISATEUR / Спрей 3.4 FL. OZ. LIQ 100 MLE

OMAR AYOUB

Omar Ayoub is a designer and aspiring documentary filmmaker based in Toronto, Canada. We worked closely with Omar on the design of the LAMAR bottle and folding box.

Omar graduated with a Bachelor of Fine Arts from the American University of Beirut and worked in advertising with some of the highest profile clients in the Middle East, including Aishti and Procter & Gamble.

He currently runs a small design studio that specializes in cross-cultural design work with an emphasis on Arabic calligraphy and typography.

His work includes collaborations with clients across a wide range of industries and spanning several cities and countries. These include luxury fashion brands, educational institutions, publishing houses, technology start-ups, health and beauty retailers, as well as non-governmental and humanitarian agencies.



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THE FRAGRANCE

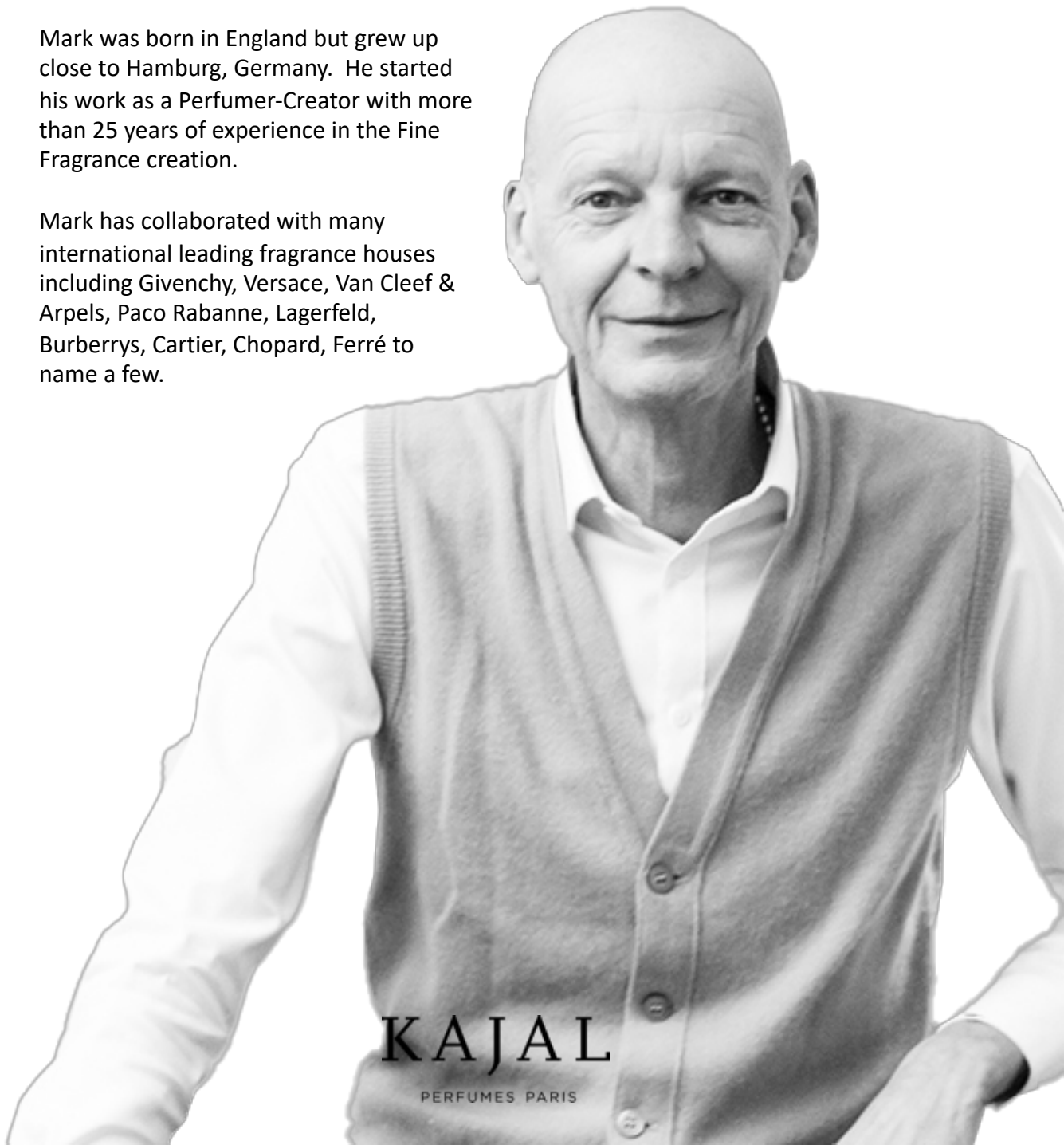


MARK BUXTON

We worked with Mark Buxton, a world-renowned perfumer, in the creation of LAMAR.

Mark was born in England but grew up close to Hamburg, Germany. He started his work as a Perfumer-Creator with more than 25 years of experience in the Fine Fragrance creation.

Mark has collaborated with many international leading fragrance houses including Givenchy, Versace, Van Cleef & Arpels, Paco Rabanne, Lagerfeld, Burberrys, Cartier, Chopard, Ferré to name a few.



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In the creation process of LAMAR, Mark said “My inspiration, was to create a rich , natural, warm, long lasting fragrance, by using high quality natural products. This gives a feeling of walking through a bed of roses or a jasmine field - very feminine and sensual.”

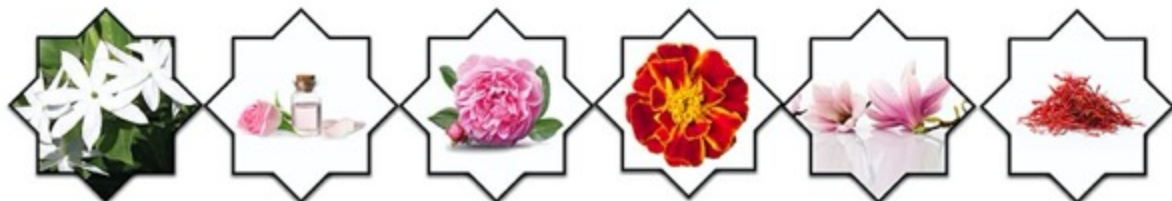
“The slight fruity top note is constructed with red berries, apple, a touch of pineapple, and a few spicy elements such as cardamom and coriander oil, to give a distinct signature to the scent. This is followed by a rich bouquet of flowers such as Bulgarian Rose oil and Turkish rose absolute , mixed with Jasmine Sambac Absolute and Magnolia flower.”

“The strong vibrating woody note , is a mixture of amber, cashmere wood and cedar wood, rounded off with musk, vanilla and moss notes. All in all a unique , diffusive creation.”

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LAMAR
by
KAJAL
EAU DE PARFUM



TOP NOTES

Fruity notes, bergamot, coriander, cardamom, orange

HEART NOTES

Jasmine, Bulgarian rose oil, Turkish rose, marigold, magnolia, saffron

BASE NOTES

Ambroxan, cedarwood, vanilla, moss, toffee



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