

SH

SAHLINI®

PARFUMS - PARIS



Céline-Sahlini, the person behind the name

Created in 2006 by Céline Sahlini Martin, the perfume range SAHLiNi was born from Célines' personal desire to express her own rich & varied background through the fragility & complexity of a fine fragrance.

Taking inspiration from her native country and her first Indian name, "Shalini", Céline has succeeded in evoking both her Indian roots and her French culture in the SAHLiNi range. From the choice of exquisite and rare essential oils, right through to the design of the bottles and packagings, considered and designed to represent small bejewelled "objets d'art".

*"perfumes are powerful magicians
that can carry you through the
years you have lived..."*

Hellen Keller



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BIOGRAPHY OF THE CREATOR

- 1978 : Born in Bombay.
- 1979 : Arrival in France.
- 1999 : First Class honors in a school of arts for a thesis about perfume creation.
- 2000 : One year in the school of "Beaux Arts"
- 2001 : Artistic Director in Design agency in Paris.
- 2002 : Training in "essential oils".
- 2003 : Graphic-designer Freelance, in Paris.
- 2004 : 2 months professional contract in Cotonou (Benign- Africa).
- 2004-2005 : First steps in the World of perfumes, the SAHLiNi project begins.
- 2005 : "Return" to India & Bombay followed by a journey to Rajasthan.
- 2006 : creation of the SAHLiNi company.
- 2006-2007 : Launch of the SAHLiNi line.
- 2008 : Launch of the Limited Editions "EN NOIR".
- 2009 : Launch of "FEMININDE".



Rare & precious objects

The packagings, also designed, by Céline-Shalini, are a blend of natural crafted materials and elegant colors carefully chosen to complement the perfumes in order to create a sensorial pleasure for both the eye and the nose.

By choosing noble and luxurious materials, the SAHLiNi perfume bottles were designed to evoke small bejewelled artists' sculptures or "objets d'art".

From the crafted wooden caps, through to the musical insinuation of Indian dancers and percussions, with the soft tinkling of the gilded medallion on crystalline glass, "LA FEMME" by SAHLiNi marks its seal.

" Like everything, there is a secret of perfume, but it's a secret that does not keep"

Francis Ponge



LA FEMME

The fragrance of Womanhood

With its' rich yet delicate feminine notes, "LA FEMME" by SAHLiNi is unlike any other perfume.

The delicate flight of the top notes sets the tone of freshness and femininity. Intense middle notes of exotic flowers such as the white Jasmine and the Tuberose give a delicious & lingering fragrance. The "oriental" base notes are composed with the sensual aromas of Sandalwood, Vanilla of Madagascar and Musk, leaving a sensual & captivating and trail.

"LA FEMME" by SAHLiNi is made of contrasts: at the same time heady, flowery and fresh, this delicate and intensely unique fragrance reveals the singular & authentic indian sensuality.....

More than a perfume, "LA FEMME" by SAHLiNi is an ode for natural beauty, luxury and "le rêve"...

Floral-Oriental notes

Fresh notes
Orangeflower from Sicily
White Jasmine
Tuberous
Patchouli
Sandalwood
Vanilla of Madagascar
Musk

*"The real ornament of woman is
its nature, its purity"*
Gandhi


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«LA FEMME» by SAHLiNi
Eau de Parfum Natural Spray - 100ml - 50ml

Who is LA FEMME ?

The Eau de parfum "LA FEMME" by SAHLiNi is designed with the modern woman in mind who seeks originality & individuality. As with her clothes & her jewellery, she likes her perfume to adapt according to her moods and the circumstances.

She is active and creative, with a warm & caring heart. Generous and radiant, she exudes pure femininity; a woman of many facets and she is proud of it.

"LA FEMME" by SAHLiNi is a unique perfume for the refined modern woman, who enjoys rare, original products which bring out her true and authentic personality.

"All beauties contain something which is transitional, absolute and particular."

Beaudelaire

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L'HOMME

The Male Fragrance

The Perfume reveals the masculine character, symbolized by the force and the purity of wood, whilst at the same time revealing sophistication and elegance.

At first, a dynamic and fresh fragrance "VERY MALE", with Marine top notes is followed by its' herbal, spicy aromatic character, revealed with Moroccan Rosemary, Austrian Pine, Lily of the valley and Clove. Finally rounded off with the rich deep notes of Cedarwood, blended with a touch of Jasmine and White Musk, making it a deep and sensual perfume for the modern man...

The Natural essential oils which compose «L'HOMME» by SAHLiNi reveal a rare original perfume which adapts to its' wearer according to the skin type.

A walk in the forest at sunrise, the wild ocean, exotic spices, ... «L'HOMME» by SAHLiNi reveals the subtle contrasts of todays man through its' originality & simplicity. modern personality.

Aromatic-Woody notes

Marine notes
Petitgrain
Bergamot
Moroccan Rosemary
Austrian Pine
Lily of the valley
Cloves
Indian Jasmine
Nutmeg
White Musk
Himalayan Cedar

*“ Nature made men similar,
life makes them different.”*

Confucius


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«L'HOMME» by SAHLiNi
Eau de Parfum Natural Spray - 100ml - 50ml

Who is L'HOMME ?

The Eau de parfum «L'HOMME» by SAHLiNi is the mark of a Man with a strong and authentic personality.

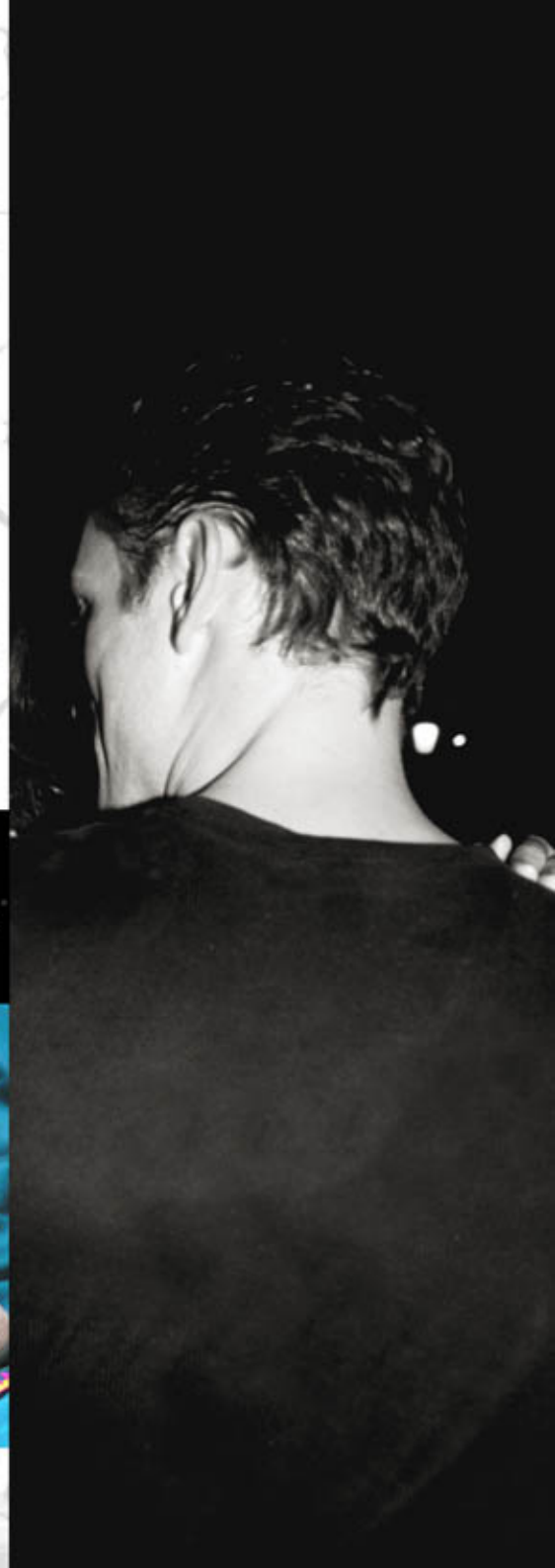
«L'HOMME» by SAHLiNi is for the man who is at the same time sophisticated and elegant, earthy and nature loving. From sportsmen to businessmen, the Perfume SAHLiNi is designed for today's man who cultivates his contrasts between originality and simplicity.

«L'HOMME» by SAHLiNi is for the man that is looking for that rare, irresistible and sensual perfume that can express his complex modern personality.

“This is not the outward appearance which is real, but the essence of things.”

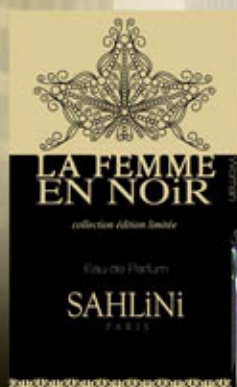
Constantin Brancusi

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Limited Editions "EN NOIR"

The Eau de Parfum "LA FEMME EN NOIR" (WOMAN IN BLACK) is represented by an indian design facial bottle, recalls the symmetrical drawings at festivals in India. It is also the symbol of "Menhdi" that are placed gently on the hands of the bride, to enhance their beauty and sensuality.



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The Eau de Parfum L'HOMME EN NOIR (MAN IN BLACK) put on his black coat. Dressed in a black wood cover, it tells a trip of an atypical world where Indian luxury meets Western elegance...



Eau de Parfum
SAHLINI
PARIS



*"tradition is a progress that has been
successful"*

Jean Lefèvre

"You must be the change you wish to see in this world."

Gandhi



FÉMININDE fragrance couture !

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ORANGE BRAZIL
CARDAMUM
BLACK PEPPER
ROSE ABSOLUTE
JAVANESE VETYVER
CLOVES
CINNAMON FROM CEYLAN
EGYPTIAN CUMIN
BALSAM FIR
SANDAL WOOD

With fresh fresh and flowers notes, such as Orange from Brazil and Rose Absolute, who set the tone of departure, « FÉMiNiNDE » by SAHLiNi is made with high quality ingredients, and is more than ever positioned in « niches ». Delicious spicy Indian cardamom, black pepper and cinnamon from Ceylon, just give the "spiritual" in this mysterious Eau de Parfum... The bottom : subtile and intense, with notes of woodlands Sandalwood and Balsam Fir, slightly leather, gives the strength and originality of all: everything makes sense: it is unexpected, sparkling, enchanting !!

This is a delicately designed bottle like a couture garment. The glass bottle lens is covered with her embroidered saree with beads, stones, rhinestones, like a Bollywood film dress, completed with wooden cabochon, that give to the brand a symbolic value and its signature: interweaves the French know-how to Indian style ... to stimulate the imagination and the desire to escape.

« FÉMiNiNDE » by SAHLiNi: a perfume to sublimate the dual personality of a woman : secret and provocative!



«FÉMININDE» by SAHLiNi
Eau de Parfum Natural Spray - 100 ml / 50 ml

Selective distribution in France

SAHLiNi is positioned in the handcrafted and luxury market in France by its concept and its originality. The brand is already distributed in well-known perfumery groups like DOUGLAS, BEAUTY SUCCESS, PASSION BEAUTÉ, etc...

SAHLiNi also offers entertainment in outlets, challenges and training specific to its brand.

“In luxury, the brand holds a special place and is as important as the product.”

Jean Castarède



Examples of animation, Training and Corner for SAHLiNi





Moscou - Russie



Rio de Janeiro - Brazil

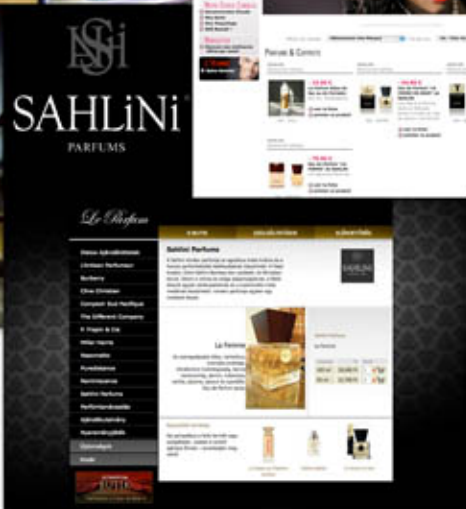
Violeta
PERFUMARIA



www.dioduda.fr



Budapest - Hungary



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www.leparfum.hu

Premium distribution in the World

SAHLiNi is looking for luxurious and renowned stores abroad in order to entrust the exclusive distribution of the brand. These stores can be selective perfumeries, spas, duty free stores, drugstores, large stores, on condition that they can offer good quality exposure of the SAHLiNi perfume range. The international distribution of perfumes SAHLiNi began in 2007. From now, SAHLiNi is :

- . in Spain
- . in Hungary
- . in Russia
- . in Brazil
- in Reunion island
- . in Kuwait
- . in Saoudie Arabia

Another distribution is made directly to individuals through the internet and several websites offering online sales and delivery in the World.

"To analyze a market, it is primarily analyzing its culture"

Eliane KARSAKLIAN

French & worldwide Press

Complete Press review available at :
www.sahliniparfums.com/press/revue

ELLE - FRANCE - La Femme

LES MEILLEUX SOUS RÈGLES ET COIFFURES DE MA SEMAINE AVEC SHARON STONE

RESTAURANT LES LITS DE LIN

SAHLINE

À la mi-octobre, le Carthage, un espace déco à l'égout industriel, installe ses tables et chaises de couleurs dans la mythique salle de l'après-midi.

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L'EXPRESS 17 OCT 2007 semaine du 16 au 21 nov 2008 - SPECIAL SAVOIR

Sur la route des Indes

Rechercher son bonheur pour cette jeune femme française, un chemin de Bombay, qui s'opère en la compagnie d'un indien.

SAHLINE

SAHLINE

L'EXPRESS FRANCE
On Indian Roads

marie claire

la fille à nuire

SEXE QU'ARD LES HOMMES RÉALISENT LEURS FANTASMES

QUI DORT LÀ? NOTRE CHAMBRE NOUS RÉVÈLE

PEUT-ON AIMER LA FOURRURE SANS S'APPELER CHÉLSEA?

NOËL FAITES-VOUS PLAISIR!

LA FÊTE SANS PRENDRE UN GRAMME DES CADEAUX, C'EST ET TOUT EN RÉTICENT, UNE FOLLE FANTASME DE L'AM.

Sahlini CRÉATRICE DE PARFUMS

Elle avait pu être graphiste, elle a préféré créer des parfums. Avec ses deux presses à sa tête, elle fait une œuvre remarquable au rayon des fragrances rares.

MARIE CLAIRE FRANCE
"Creator of Perfume"

Разгар ВЕСЕЛЬЯ

Всегда приятно, если при встрече с друзьями у вас будет хотя бы маленький подарок для каждого.

SAHLINE

La Beauté à la française en Hongrie

SAHLINE

LFB - HUNGARY
"French beauty"

MINI

14 рецептов для домашней вечеринки

СЕКС будет?

Дать ли ему шанс на пороге Свадьбы

135 ЛУЧШИХ ПОДАРОКОВ

SAHLINE

MINI - RUSSIA - La Femme En Noir

ТОП ВПЕР

SAHLINE

Самая

8

SAHLINE

Секретный АГЕНТ

SAHLINE

CaMaR - RUSSIA
L'Homme

"communication and image are the basis for the success of a luxury product which is nothing without it."
Jean Castarède

СТРАСТИ ПО РУМБЕ

SAHLINE