

Prima
Chic



Fragrance with personality.

Created for trendsetters, besties, and mood-chasers, Prima Chic makes scent bold, fun, and effortlessly wearable.

Three Strikes of Quality

1. World-Class Ingredients

The same high-grade materials used in prestige fragrances, without the prestige price tag.

2. Made in the UAE

Produced with precision and care in the UAE, where every step meets uncompromising quality standards.

3. By Taif Group

Crafted with decades of expertise by one of the most respected names in Middle Eastern perfumery.



Our Collections

Each collection captures a different energy, but all are united by Prima Chic's bold aesthetic, retail-ready edge, and uncompromising quality.



The Essentials

“Your Everyday Vibe”

Playful, colorful, and made to mix and match.

These are your daily go-tos, fresh, sweet, fruity, and floral. Designed to start and end your day in sync with your vibe.

Lumino

Sparkling. Citrusy. Radiant Vanilla.

A perfume that sparkles like a bright star, combining radiance and brilliance. It opens with the fresh notes of Lemon Blossom and the vibrant sparkle of Pineapple. The fragrance is beautifully rounded with a warm finish of Amber and Vanilla, revealing an inner radiance of elegance and allure.

Top Notes

Lemon Blossom – Citrus

Heart Notes

Patchouli – Pineapple – Orchid

Base Notes

Amber – Vanilla



For Him

Brisa Oud

Spiced Oud. Clean Start. Deep Finish.

Brisa Oud opens with bitter almond lit by saffron. At the heart, Egyptian jasmine blooms over refined Virginia cedar. The base drifts into airy ambergris and soft woods with musk, Ambroxan, and Cashmeran, leaving a luminous, long-lasting breeze.

Top Notes

Bitter Almond – Saffron

Heart Notes

Egyptian Jasmine - Virginia Cedar

Base Notes

Ambergris - Woody Notes

Musk - Ambroxan - Cashmeran



For Him

Esmeralda

Fresh. Green. Elegant Rose.

This fragrance embodies the elegance of a green emerald. It opens with fresh notes of Rosemary and Moroccan Rose, while Citrus and Cedarwood add a lasting freshness and sophistication.

Top Notes

Rosemary – Moroccan Rose

Heart Notes

Citrus

Base Notes

Cedar Wood



Unisex

Ishaq

Gourmand. Romantic. Powdery-Sweet.

Carries deep meanings in every drop, as if you were experiencing incomparable romantic moments. Its notes begin with a touch of Powder, Tangerine and Vanilla. In the heart of the fragrance, Orchid and Gourmand bloom.

Top Notes

Powder – Mandarin – Vanilla

Heart Notes

Orchid – Gourmand

Base Notes

Sandalwood – Stone Musk



For Her

Vino Rouge

Warm. Rich. Magnetic.

This fragrance begins with refreshing notes of Cinnamon Rose and Pepper, complemented by Vanilla. At its heart, Iris and Jasmine radiate elegance, while the base of Cedarwood, Musk, Oud, and Leather exudes unmatched luxury, drawing attention with every moment.

Top Notes

Cinnamon Rose – Pepper
Nutmeg – Vanilla

Heart Notes

Saffron – Jasmine – Iris

Base Notes

Leather – Oud – Cedar Wood
Sandalwood – Musk



Unisex

Sapphire

Spicy floral. Oud touch .

As an aromatic concept carries in its aroma the splendor of the precious stone. Its notes begin with Lemon and Sage mixed with a touch of Saffron, then notes of Rose bloom with a touch of Magnolia in its heart. At its base, Patchouli sparkles with Oud, giving the fragrance an elegant character.

Top Notes

Lemon – Sage
Chamomile – Saffron

Heart Notes

Rose – Jasmine – Magnolia

Base Notes

Oud – Patchouli – Amber
Cardamom



Unisex

Casual Oud

Bold. Smooth. Everyday Oud .

This perfume combines the allure of Patchouli with the elegance of Vanilla, enhanced by warm Musk and delicate Saffron. At the base, Leather and Oud add a rich, lasting touch, creating a unique fragrance suitable for every moment.

Top Notes

Vanilla – Patchouli

Heart Notes

Musk - Saffron

Base Notes

Oud – Leather



Unisex

Tobacco Honey

Dark. Smoky. Sweet.

This fragrance combines scents beautifully with its unique composition, where Tobacco with a hint of sweetness, blends with the splendor of Honey. Patchouli, at the heart of this olfactory art, meets a unique base of Smoked Oud and Tobacco, for a lively touch and mysterious appeal.

Top Notes

Honey – Vanilla

Heart Notes

Patchouli

Base Notes

Smoked Oud – Tobacco



Unisex

Atmosfera

Elegant. Floral. Soft woods.

This fragrance embodies a complete world, reflecting the atmosphere its name suggests. Peach and Apricot open with a fresh, fruity journey, while Violet and Magnolia bloom gracefully at the heart, blending with warm Cedarwood. At the base, Amber, Sandalwood, and Musk bring depth, creating a refined aromatic experience.

Top Notes

Apricot – Peach

Heart Notes

Magnolia - Violet - Cedar Wood

Base Notes

Amber - Musk - Sandalwood



Unisex

Oud Phantom

Velvety. Mysterious. Hidden Depth.

Opens with Black Cherry and Plum lifted by Pink Pepper and Cardamom, flows into a heart of Saffron and Leather with Rose and Tuberose, and settles into a warm base of Oud, Vanilla, Amber, Tonka, and Musk.

Top Notes

Black Cherry, Plum, Pink Pepper,
Cardamom

Heart Notes

Saffron – Leather - Rose – Tuberose

Base Notes

Oud - Leather - Vanilla
Amber - Tonka - Musk



Unisex

Wild Whispers

“Unleash Your Nature”

Inspired by the instincts, grace,
and hidden power of the animal
world, each fragrance reveals a
different side of who you are.



Lion

Majestic. Fearless. Natural Authority.

Roars with the spark of Bergamot, weaves through a daring heart of Vetiver, and rests on a smooth base of Cashmeran, leaving a trail of subtle allure.

Top Notes

Lemon - Bergamot
Grapefruit – Cassis

Heart Notes

Geranium – Vetiver

Base Notes

Cashmeran - Tonka
Vetiver - Ambergris



For Him

Wolf

Fierce. Untamed. Quiet dominance.

Takes flight with the golden allure of Saffron, soars through a bold heart of Leather, and settles on a majestic base of Oud, leaving a trail of untamed power in its wake.

Top Notes

Saffron
Nutmeg – Bergamot

Heart Notes

Leather
Smoke Fusion
Guaiacwood

Base Notes

Vetiver - Oud - Amber



Unisex

Tiger

Commanding. Graceful. Fierce at Heart.

Bursts with the bold zest of Citrus, prowls through a smoky heart of Incense, and rests on a fierce base of Patchouli and Amber, leaving a trail of untamed elegance.

Top Notes

Citrus- Green Facets
Blackcurrant – Cassis

Heart Notes

Smoky Olibanum Extract
Incense

Base Notes

Myrrh - Patchouli
Amber - Precious Oud



Unisex

Eagle

Bold. Proud. In Control.

Opens with the bold bite of Juniper and Vodka, softens into a wild heart of Rose, and settles on a primal base of Musk, leaving a fierce, unforgettable trail.

Top Notes

Juniper - Vodka
Pepper Fusion

Heart Notes

Rose - Pimento
Cedar Wood

Base Notes

Musk - Vetiver
Leather - Clary Sage



For Him

Leopard

Graceful. Seductive. Silent Power.

Opens with a playful burst of Saffron,
glides through an earthy heart of Black
Pepper, and lands on a soft base of Musk,
leaving a trail of elegance in its flight.

Top Notes

Saffron
Pink Peppercorn
Cardamom - Nutmeg

Heart Notes

Roses
Geranium - Black Pepper

Base Notes

Musk - Amber - Vetiver -
Sandalwood - Cedar Wood
Incense - Cypriol



For Him

Fox

Sharp. Alluring. Effortless Charm.

Begins with the mystique of Pepper, softens into a heart of calming Lavender, and rests on a majestic base of Amber and Patchouli, leaving a bold, untamed trail.

Top Notes

Pepper - Cassis
Bergamot – Ginger

Heart Notes

Lavender
Eucalyptus
Rose – Marine

Base Notes

Amber
Patchouli - Vetiver



For Him

Falcon

Prime. Pure. Predatory.

Soars with a sharp zest of Red Currant,
flows into a Velvety heart of Frangipani,
and settles on a warm base of Vanilla,
leaving a trail of grace.

Top Notes

Red Currant - Floral Notes
Bulgarian Rose

Heart Notes

Frangipani - Plum
Rose – Mimosa

Base Notes

Vanilla - Tonka Bean
Sandalwood



Unisex



Eternal Hours

“Time, Made Personal”

Time flows, but not all hours feel the same. Eternal Hours is a collection of perfumes where each scent is tied to a specific time and emotion. Whether it's a moment of courage, reflection, desire, or renewal, every fragrance captures what that hour means for you.

08:08

Accept Yourself

Soothing floral calm.

Unfolds with a burst of Bergamot and Spearmint settling into warm Lavender and Lily, grounding you in a true, comforting embrace with Sandalwood and Vanilla.

Top Notes

Bergamot - Cardamom
Cinnamon – Spearmint

Heart Notes

Lavender
Lily – Armoise

Base Notes

Sandalwood - Vanilla
Benzoin - Tonka
Dry Amber



Unisex

09:09

You will feel good soon

Citrus lift, floral ease.

Blends zesty Grapefruit, Rose and Lily, with a warm Cedar Wood with Vanilla base for a refreshing, comforting scent.

Top Notes

Chinotto- Grapefruit
Lemon - Mandarin
Black Pepper – Rosemary

Heart Notes

Geranium - Rose – Lily

Base Notes

Cedar Wood
Vanilla - Tonka Bean
Moss - Musk



Unisex

10:10

Dreams become reality

Fresh start, warm finish.

Opens with a bright Bergamot spark,
leading to a calming heart of lavender,
and settles into a warm blend of vanilla
and amber for a soothing finish.

Top Notes

Aldehydic
Bergamot – Mandarin

Heart Notes

Lavender
Orange Blossom

Base Notes

Vanilla - Amber



For Him

11:11

Change is coming

Creamy spice, sweet warmth.

A symphony of Bergamot's bright embrace unfolds into the sultry allure of Tuberose, grounded by a whisper of warm Vanilla, an olfactory journey of changes.

Top Notes

Bergamot
Cinnamon – Cardamom

Heart Notes

Date - Praline
Tuberose – Cognac

Base Notes

Benzoin - Vanilla
Tonka - Musky Notes



Unisex

12:12

Someone thinks about you

Floral memory, Soft Desire.

Opens with a vibrant hint of Pink Pepper, softens into a sensual heart of Tuberose, and lingers with a warm, Musky base for an unforgettable impression.

Top Notes

Pink Pepper
White Peach
Lemon Winter

Heart Notes

Jasmine - Tuberose
Orange Flower
Kashmir Fusion

Base Notes

Vanilla
Musk - Sandalwood



Unisex

13:13

Face your fears

Spiced bloom, grounded fire.

Awakens with vibrant Orange, pulses with the warmth of Ginger, and settles into the glowing embrace of Amber, daring you to rise with every scent.

Top Notes

Orange
Pink Pepper – Berries

Heart Notes

Jasmine - Tuberose
Orange Flower
Kashmir Fusion

Base Notes

Vanilla
Musk - Sandalwood



Unisex

14:14

Follow your intuition

Zesty spark, smoky flow.

Sparks with zesty Lemon, flows through a bold heart of Rum and Vetiver, and settles in the smoky embrace of Tobacco leaf, guiding your soul with every scent.

Top Notes

Pink Pepper
Lemon – Neroli

Heart Notes

Rum
Clary Sage – Vetiver

Base Notes

Tobacco Leaf
Vanilla Bean - Styrax



Unisex

15:15

Love yourself

Lavender calm, lasting presence.

Blooms with soothing Lavender, flows through a serene heart of Sandalwood, and settles into a deep embrace of Musk and Patchouli, a scent that whispers self-love with every breath.

Top Notes

Saffron – Lavender

Heart Notes

Sandalwood

Nutmeg

Base Notes

Musk - Patchouli

Royal Amber

Royal Agarwood



Unisex

17:17

Moment of revival

Herbal glow, fresh spice.

Blooms with gentle Lavender, dances through a vibrant heart of Elemi oil, and settles into the soothing embrace of Cedar Wood, refreshing your soul with every inhale.

Top Notes

Lavender – Grapefruit

Heart Notes

Pink Pepper
Elemi Oil – Geranium

Base Notes

Cedar Wood
Vetiver - Patchouli
White Amber



For Him

18:18

Break old habit

Clean lift, bold shift.

Opens with the crisp freshness of Sea minerals, flows through a fiery heart of Ginger, and settles on an earthy Vetiver base, urging transformation with every breath.

Top Notes

Sea Minerals
Violet Leaf
Tangerine

Heart Notes

Ginger
Sage – Geranium

Base Notes

Vetiver
Sandalwood
Cashmere



For Him

Dubai Gold

"Two Faces of a City, One Timeless Essence"

Inspired by the spirit of Dubai, these perfumes capture the city's dual soul, its golden warmth and its cool, enduring strength. Dubai Gold reflects moments of brilliance and ambition, while Dubai Silver embodies clarity, depth, and quiet confidence. Together, they tell the story of a city that shines in every hour, in every mood, and in every heart it touches.



Dubai Gold

Golden. Deep. Unforgettable.

A perfume that takes you to the depths of Dubai with its pure gold. On the top note, there are rosemary and Moroccan rose. Followed in the heart by the sparkle of citrus, followed by sustained base notes of cedarwood that embody unparalleled depth and stability.

Top Notes

Rosemary - Moroccan Rose

Heart Notes

Citrus

Base Notes

Cedar



Dubai Silver

Bright. Bold. Enduring.

A perfume that takes you to the depths of Dubai with its pure gold. In the top note, bergamot and cinnamon come. It is followed in the heart by the sparkle of dates and tuberose, followed by sustained base notes of amber wood and tonka bean to embody unparalleled depth and stability.

Top Notes

Bergamot - Nutmeg – Cinnamon

Heart Notes

Tuberose - Dates - Praline – Mahonial

Base Notes

Vanilla - Tonka Bean - Amber Wood –
Myrrh - Akigalawood - Benzoin



Prima
Chic

www.primachic.com