

CASA 8 ASHĒ

ELÉYE

THE SILENT FLIGHT

SELECTED PARTNER PRESENTATION



A singular object

One fragrance. One world.
One unmistakable identity.

Created as a complete work, not as the first item in a conventional perfume line. Coolness, mineral clarity and silent authority define its presence.



50 ml Eau de Parfum

Recommended retail price approx. €490

Made in Germany

The name and its source

Within Afro-Atlantic traditions, the name resonates with the sphere of the Great Mothers: bird, night, watchfulness and ancestral proximity. It evokes the invisible intelligence by which order is established.

The composition translates that depth into distance, discipline and quiet attraction. It does not reduce its source to folklore or exotic display.

Feminine power as origin, gravity and command

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Outside familiar categories

Rose, oud, vanilla, amber and leather usually provide immediate anchors. This fragrance withholds them. There is no hero ingredient and no classical note pyramid. The nose keeps searching. That incomplete recognition stays in memory.

The nose keeps searching

ROSE

LOUD

VANILLA

AMBER

LEATHER

Constructing the impossible

Moonlight cannot be distilled. Wet earth has no single note. Cold air has no essence.

The composition constructs these sensations through the precise relation of many materials. Their balance makes the intangible feel credible on skin.

- Moonlight on metal
- Cold air at altitude
- Smooth stone after rain
- Cool earth and white musk



Three scent signals

CRYSTALLINE
LIGHT

SILENT
AUTHORITY

MINERAL
TRACE

A language of sensation rather than a conventional ingredient list

The apparition on skin



OPENING

Silvered, airy and exact. Lift and clarity take the place of sweetness.



HEART

An irised, mineral-violet transparency. Purified air and controlled altitude.



DRYDOWN

Smooth stone after rain, cool earth, restrained woods and a persistent trace of white musk.

Nothing blooms decoratively. Nothing asks to be liked.

The wearer

*For women whose presence
orders the room*

Created for clients who prefer presence to display and understand selectivity as a form of power. Technically unisex, with a distinctly feminine signature: composed, watchful and difficult to forget.

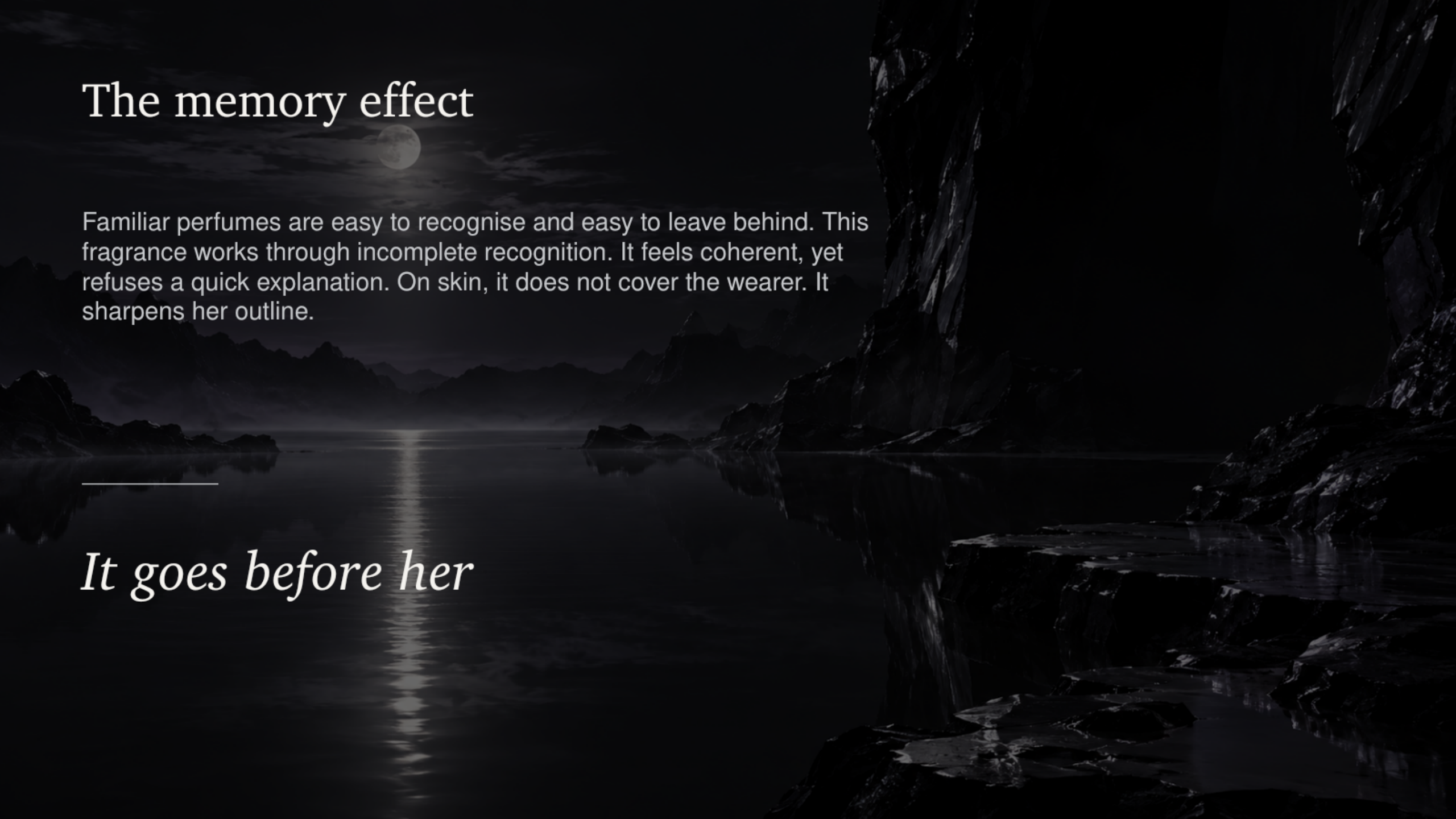
COOL

WATCHFUL

UNMISTAKABLE



The memory effect

A dark, atmospheric landscape featuring a full moon in a cloudy sky, mountains in the distance, and a body of water reflecting the moonlight. In the foreground, there are jagged, dark rock formations on the right side.

Familiar perfumes are easy to recognise and easy to leave behind. This fragrance works through incomplete recognition. It feels coherent, yet refuses a quick explanation. On skin, it does not cover the wearer. It sharpens her outline.

It goes before her

The object

Warm liquid meets cool silver reflections. Premium glass, restrained typography and a presentation designed to give the object space.

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Made in Germany

Recommended retail price approx. €490



What the price reflects

≈ €490

The recommended retail price reflects the integrity of the complete object.

An original composition, personally conceived and developed

Extended development and exact balance, rather than one loud material

Small-scale German production, premium glass and presentation

A singular authored work with deliberately limited distribution



Authorship and provenance

Tilo Plöger de Àjàgùnnà

Author, entrepreneur, Babalorishá/Babalawo and trained chemist with approximately twenty-five years of industrial experience.

Cultural proximity, chemical understanding and commercial discipline meet in one authorship. CASA DO ASHÉ gives the work its house and its signature.

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The retail conversation



What are the notes?

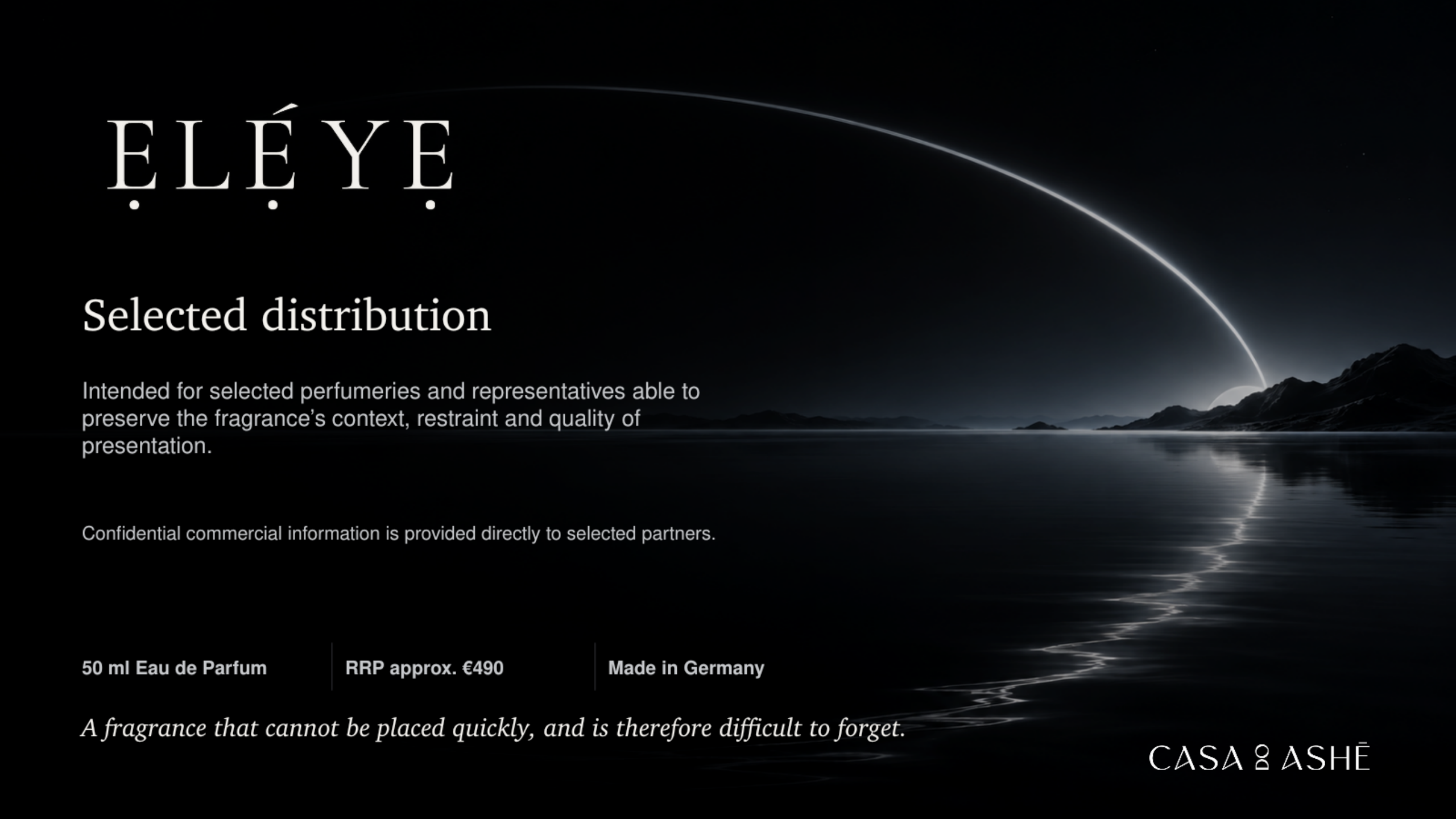
Three scent signals replace a conventional pyramid: crystalline light, silent authority and mineral trace. No single material explains the whole.

Feminine or unisex?

Unisex, with a clearly feminine signature shaped by authority rather than sweetness.

Does it last?

Its architecture creates a persistent, recognisable trail. Longevity varies with skin, climate and application.



ELÉYE

Selected distribution

Intended for selected perfumeries and representatives able to preserve the fragrance's context, restraint and quality of presentation.

Confidential commercial information is provided directly to selected partners.

50 ml Eau de Parfum

RRP approx. €490

Made in Germany

A fragrance that cannot be placed quickly, and is therefore difficult to forget.

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