

LUCIN

PRESS KIT 2026

LUCIN PRESS KIT

An independent Omani luxury fragrance brand created for a global audience.



Brand profile

About LUCIN

LUCIN is an independent luxury fragrance brand from the Sultanate of Oman.

Created for a global audience, the brand presents a contemporary interpretation of Omani olfactory heritage through a refined unisex fragrance.

At the heart of LUCIN is a Hojari frankincense accord inspired by an ingredient closely associated with Oman, reimagined within a modern composition of floral elegance, resinous warmth, and deep woody notes.

LUCIN is crafted for individuals who value distinction, depth, elegance, and a memorable personal presence.

Story

The LUCIN Story

LUCIN was created to present a new perspective on Omani luxury fragrance.

Rather than treating frankincense only as a traditional reference, LUCIN places a Hojari frankincense accord inside a contemporary unisex composition designed for modern fragrance lovers around the world.

The fragrance connects Omani heritage with contemporary luxury, combining floral brightness, resinous depth, warm woods, amber, clean musk accord, and myrrh.

The result is a distinctive scent created to leave a refined and lasting impression.

Product Information

Brand	LUCIN
Product	LUCIN Extrait de Parfum
Category	Luxury Unisex Fragrance
For	Men and Women
Size	50 mL
Price	USD 250
Origin	Crafted in Oman
Website	www.lucinluxury.com
Availability	Official LUCIN website
Delivery	Free international shipping to eligible destinations

Composition

Fragrance Notes

A refined composition of floral elegance, resinous warmth, and deep sensual richness.

Top Notes

Lily of the Valley, Rose Fruit Accord, Hojari Frankincense Accord.

Heart Notes

Jasmine, Orris Root, Myrrh.

Base Notes

Clean Musk Accord, Amber, Cedarwood, Sandalwood, Patchouli, Civet Accord.

Distinctive by design

Why LUCIN

Omani Origin

An independent luxury fragrance brand created in the Sultanate of Oman.

Hojari Frankincense Accord

A contemporary interpretation inspired by one of Oman's most distinctive olfactory materials.

Unisex By Design

A balanced composition created to be worn confidently by both men and women.

Distinctive Composition

A refined combination of floral, resinous, woody, amber, and musky accords.

For media

Editorial Story Angles

- Reframing Frankincense
- Modern Omani Luxury
- Independent Middle Eastern Perfumery
- Unisex Fragrance
- From Oman To The World
- The Olfactory Identity Of Oman

Assets

Approved Press Images

Approved digital product and campaign imagery is available in the downloadable ZIP files on the LUCIN Press & Media page.

Please credit published materials to LUCIN and do not alter the logo, product design, packaging, or campaign imagery.

Contact

Press And Partnership Contact

For interviews, editorial information, approved images, product details, review requests, and partnership enquiries, please use the secure media enquiry form at lucinluxury.com/press.

Response target: within 24 hours.

Location: Sultanate of Oman

Website: www.lucinluxury.com

Official links

Website And Links

Official website: <https://lucinluxury.com/>

Press page: <https://lucinluxury.com/press>

Checkout: <https://lucinluxury.com/checkout>