

FOR IMMEDIATE RELEASE



MIND GAMES

A New Era of Strategic Luxury in Fragrance

MIND GAMES launches in Dubai exclusively at Bloomingdale's Dubai Mall for its debut, and will be available online for the whole GCC via Ounass & Bloomingdale's.ae

DUBAI, March 2025 – MIND GAMES, the luxury fragrance house that masterfully blends scent, strategy, and storytelling, is making its highly anticipated Middle East debut in partnership with Al Tayer. Bringing its uniquely cerebral approach to luxury perfumery, MIND GAMES redefines fragrance as an immersive experience—one that evokes intellect, precision, and artistry.

Rooted in the world of chess, where strategy and intuition intersect, MIND GAMES distills the essence of mastery into scent, offering a collection that speaks to those who appreciate both the thrill of competition and the power of self-expression. This launch marks a significant expansion for the brand, following its success across the U.S. and Europe, including a recent debut at Selfridges London. Now, with its arrival in Dubai—one of the world's most dynamic luxury hubs—MIND GAMES continues to push the boundaries of high-concept niche perfumery.



A Fragrance Collection That Challenges Convention

Each fragrance in the MIND GAMES collection is a bold expression of intellect and artistry, crafted in collaboration with the world's top perfumers at Symrise. The compositions are sophisticated yet unexpected, weaving together rich, layered notes that unfold like a strategic match—each move calculated, each scent an unforgettable signature.

The collection is divided into three distinctive lines, each representing a different facet of strategy and sensory storytelling:

- The **Artisan** collection embodies the essence of masterful craftsmanship. Designed by renowned Master Perfumers and housed in statuesque bottles, each fragrance invites you to engage with the complexity and significance of every scent. Much like the deliberate moves of a chess player, every note has a purpose, transforming initial impressions into profound sensory experiences.
 - **Double Attack:** A bold blend of spicy, floral, and chocolatey notes, balanced with bourbon and vanilla, creating an enthralling, multifaceted experience.
 - **Checkmate:** A sparkling burst of champagne leads to a layered composition of fruits, florals, and earthier elements like tobacco and moss, symbolizing victory after a decisive battle.
- **Soulmate** is a collection that ignites the senses and fuels personal transformation. Designed to help you discover your best self, Soulmate offers an unrivaled aromatic journey—each scent as passionate and powerful as the relationships they evoke. These fragrances encourage you to embrace the richness of connection and growth, setting the tone for unforgettable moments.
 - **Sissa:** With toasted sesame and roasted tonka bean, this fragrance celebrates the gradual unfolding of potential, embodying growth in relationships and endeavors.
 - **Queening:** A tribute to success and strength, Queening combines Orris, rum, saffron, and comforting notes of whipped vanilla bean and coconut.
- Introducing the **Perfumer Extraordinaire** collection—an open invitation to explore the world of scent as a true masterpiece. This collection celebrates the artistry of the Master Perfumer, unveiling the transformative journey from raw ingredients to the final, refined composition. It is a sensory exploration of complexity and beauty.
 - **Mentor:** A sophisticated blend of salted caramel, dark plum, and smoky Boya Oud, offering a rich balance of sweet and earthy tones.



- **Prodigy:** A decadent mix of creamy caffe latte, rose absolute, and cardamom, Prodigy blends comforting gourmand notes with unexpected twists, showcasing both familiarity and innovation.

"Fragrance, like chess, is a journey of endless possibilities. Each creation in our collection tells a story of power, precision, and passion," says Alex & Mariana Shalhaf, the visionaries behind the brand. "Dubai is the perfect setting for this next chapter—where luxury meets innovation, and where MIND GAMES can invite a new audience to explore the art of strategic self-expression through scent."

The Design: Where Luxury Meets Precision

MIND GAMES' commitment to craftsmanship extends beyond its fragrances to its striking design aesthetic. Every bottle is an objet d'art—designed with meticulous attention to detail, evoking the elegance and power of a grandmaster's move. The weight, the finish, the sculptural lines—each element is a study in form and function, reinforcing the brand's ethos that true luxury is both cerebral and sensory.

An Immersive Launch at the Museum of the Future

To mark its arrival in the region, MIND GAMES will host an exclusive launch event on April 10 at Dubai's Museum of the Future, a fitting venue that mirrors the brand's forward-thinking philosophy. This immersive evening will invite guests to discover the collection through a multi-sensory experience, bringing the narratives and emotions woven into each scent to life.

RSVP is mandatory: pr@revalue-partners.com

Where to Experience MIND GAMES in the Middle East

Starting April 26, 2025, MIND GAMES will be available across select Al Tayer luxury retail locations including: **Ounass I Bloomingdales.ae I Bloomingdale's – Dubai Mall**

Retail Price:

- AED 1,447 for Artisan and Soulmate 100ml
- AED 1,833 for Perfumer Extraordinaire 100ml.

With this expansion into Dubai, MIND GAMES continues to redefine modern luxury fragrance—one strategic move at a time.



About MIND GAMES:

MIND GAMES links the complex artistry best embodied by the strategy and brilliance of chess with the innovative and hypnotic effects of perfumery. The result is an inaugural fragrance line that delivers a scent wardrobe of extreme olfactive signatures, transporting you to the crucial moments of competition in a test of character, skill, and intellect. However, MIND GAMES is not inspired by a simple game of chess but rather by the heritage, craftsmanship, and design it exemplifies.



For more information, visit mindgamesfragrance.com and [@mindgamesfragrance](https://www.instagram.com/mindgamesfragrance) on Instagram.

For all PR related matters in the Middle East, contact pr@revalue-partners.com

