

FRAGRANCE ATELIER

PRESS KIT

A personal perfume
experience in Bali

26 ESSENTIAL OILS / 50 ML EAU DE PARFUM
SEMINYAK, BALI

SEPTEMBER 2026



PRESS OVERVIEW

A scent of your own, made in Seminyak.

Fragrance Atelier is a guided perfume-making experience in Seminyak, Bali. Guests first explore 26 natural essential oils, then select two to four favourites and refine their blend with the atelier team. Their choices are composed on a professional fragrance base and prepared as a personal 50 ml Eau de Parfum.

The idea emerged from founder Yaz Faradji's practice across jewelry and visual art. A dinner conversation with perfumer Francis Kurkdjian and fashion designer Alexandre Vauthier turned his attention to scent as another creative material. Over the following years, Faradji developed an atelier where visitors could begin with their own memories and preferences, and leave with a formula they can request again.

THE EDITORIAL ANGLE

A Bali experience at the meeting point of personal memory, hands-on creativity and professional perfumery. The guest chooses the materials first; the atelier then helps give that choice structure, balance and a wearable finish.

AT A GLANCE

25-35 MINUTES

guided workshop

26 ESSENTIAL

oils to explore

50 ML

Eau de Parfum

FOUNDER STORY

From art to scent

01 THE RING

In the early 2000s, Faradji brought a photograph of a lost family ring to a Balinese silversmith, who recreated it by hand. The encounter led to YAZ - Demon Free Jewelry, a workshop in Denpasar and a Paris showroom. His jewelry brought together contemporary design and Balinese craftsmanship.

02 THE ART

His practice extended to sculpture, painting, photography and mixed media. In the ICON series, familiar sneakers were cast in bronze. Across those disciplines, material became a way to carry an idea or a memory.

03 THE DINNER

Years later, over dinner with Francis Kurkdjian and Alexandre Vauthier, a conversation about creativity made Faradji recognise a process familiar from his own work: exploring materials until an idea finds its form. The exchange with Kurkdjian sparked his interest in perfumery.

04 THE ATELIER

Fragrance Atelier brings that interest into a guided experience in Seminyak. Visitors make personal choices at the scent table; the team helps translate those choices into a balanced Eau de Parfum.

The dinner is part of the founder's personal account of the project's origins. It does not indicate a creative or commercial partnership with either guest.

INSIDE THE ATELIER

The guest leads the composition.

**01 DISCOVER**

Smell 26 essential oils before the fragrance base is introduced.

02 CHOOSE

Select two to four oils that resonate personally.

03 REFINE

Explore proportions with guidance from the atelier team.

04 PREPARE

The formula is bottled on the spot as a 50 ml Eau de Parfum to take home.

The formula is kept so guests may request a recreation later.

FOR EDITORS AND PARTNERS

The essentials

LOCATION	Jl. Lebak Sari No. 28, Kerobokan Kelod, Seminyak, Bali 80361
HOURS	Daily, 10 am to 8 pm
WORKSHOP	25–35 minutes including bottling; 26 natural essential oils; choice of 2 to 4; 50 ml Eau de Parfum
PRICE	IDR 750,000 (≈ USD 47) per person for the 50 ml workshop
OTHER FORMATS	Private groups, hotel partnerships, gift cards and formula reorders
BOOKING	fragranceatelierbali.com/book/
PRESS CONTACT	yann@fragranceatelierbali.com

ABOUT FRAGRANCE ATELIER

Founded by artist and creative director Yaz Faradji, Fragrance Atelier is a perfume-making atelier in Seminyak, Bali. Its guided workshop invites guests to explore fragrance materials, create a personal formula and turn it into an Eau de Parfum with the support of the atelier team.

EDITORIAL RESOURCES

Website and booking: fragranceatelierbali.com | Film and gallery: available on the website. Please request publication-ready image files and credits before reproducing photographs.

Information and pricing checked against the brand website, 29 September 2026.

Founder origin story supplied by Yaz Faradji and presented as his account.