ISSN 2978-8072

Reyach

APR
26



NICHE SHOW LONDON 2026

Volume V

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A HOUSE WORTH YOUR ATTENTION

Qhue is a New York-based house founded by self-taught perfumer Quentin Hernandez, who built the brand after over a decade in fashion. Five years in, the catalogue has grown into something genuinely impressive; a range that moves confidently between skin musks, spiced ambers, citric ouds and green florals without losing its identity. Every composition carries a New York energy: sharp, layered, unapologetic. Provenance recently received an Honourable Mention in the Artisan category at the 2025 Art and Olfaction Awards, which tells you the wider fragrance world is beginning to pay attention.

We tested six compositions from the house. Here is what stood out.



Nu de Té & Lō Vert represent the softer side of the catalogue, and both score 9/10. Nu de Té is the skin scent with peach tea, mango, guava and exotic florals over soft woods, creating something luminous and intimate that sits impossibly close to skin. It does not project outward so much as it becomes part of you. Lō Vert takes a different direction: green fruit and tea form the backbone of something fresh, bright and considered. A recurring tea note across both compositions gives the house's catalogue a quiet cohesion. Two different moods, both handled with real delicacy.

Sol e T'oud & Emperium sit at the bolder end. Sol e T'oud is the most sun-drenched oud composition we have encountered in some time with cardamom, pink pepper and a strong, persistent citrus cut through the oud with a clarity that keeps the composition feeling radiant rather than dark. It feels like sunlight caught in resin. Emperium takes a different kind of boldness: spices and amber over Italian cypress citrus and green roasted coffee, with an opening that is deliberately rough around the edges. It asks for patience. Both compositions reward those willing to sit with them past the first few minutes.

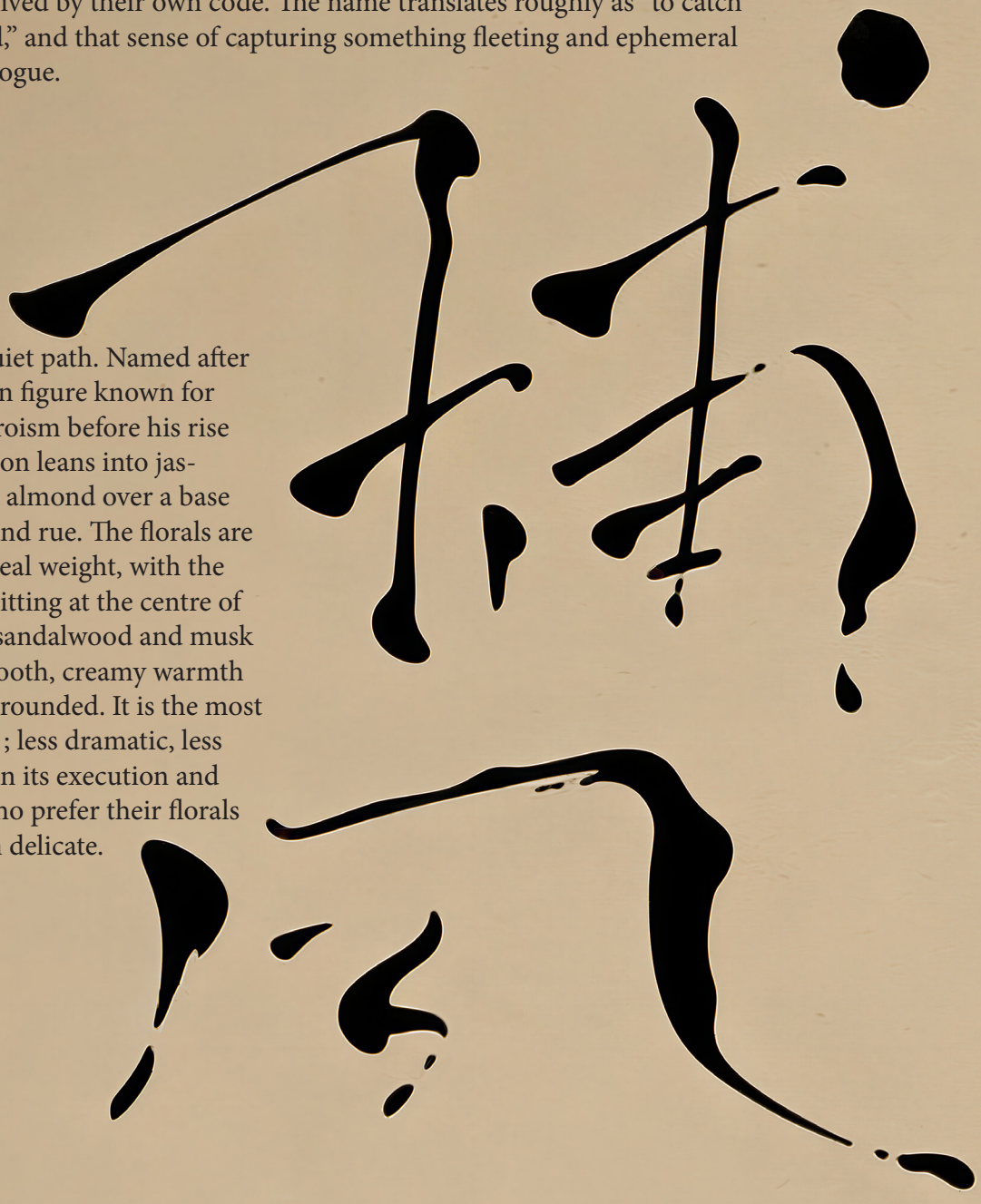
Ode de New York is the most challenging composition in the range and rewards those willing to sit with it. The opening carries a sour, almost fermented quality; the red apple and rose combining with what reads as whiskey to create something that evokes sake or red wine on first impression. The alcohol note is sharp at first and can be off-putting for those expecting a clean opening. But past that initial edge, the composition reveals itself as something genuinely well-constructed: boozy, earthy, textured and confident. The woody base ties everything together with maturity. Not for everyone, but those who appreciate bold openings with considered dry downs will find something to admire here.

Provenance is the house's finest composition and a genuine 10/10. Sweet amber, coconut and bergamot open into a heart of rich spices, blonde tobacco leaf, spiced rum and leather. The spice work here is exceptional, layered, warm and precise, without any single note dominating. The leather adds depth without heaviness, and the spiced rum brings an opulence that carries through into the base of Madagascar vanilla, tonka bean, musk, benzoin and exotic woods. For anyone who gravitates toward spiced, amber-forward compositions, this is essential. It is sensational, and the Olfaction Awards recognition is well deserved.



CATCHING WHAT FLOWS IN THE WIND

Bu Feng is a Chinese ultra-niche house that draws its inspiration from Wuxia, the tradition of martial arts, chivalry and poetic heroism that runs through Chinese literary history. Each composition is cast after a real historical figure: heroes, villains, philosophers and rebels who lived by their own code. The name translates roughly as “to catch what flows in the wind,” and that sense of capturing something fleeting and ephemeral runs through the catalogue.



Elegant Jade takes a quiet path. Named after Wang Yan, a Confucian figure known for kindness and quiet heroism before his rise to fame, the composition leans into jasmine, ylang-ylang and almond over a base of white sandalwood and rue. The florals are prominent and carry real weight, with the jasmine in particular sitting at the centre of the composition. The sandalwood and musk in the base bring a smooth, creamy warmth that keeps the florals grounded. It is the most restrained of the three ; less dramatic, less conceptual, but clean in its execution and well-suited to those who prefer their florals substantial rather than delicate.

Drunken Jade is inspired by Ji Kang, a philosopher, musician and rebel of the third century who refused to serve an empire whose philosophy he rejected. Tales describe him drunk and luminous: “When he is drunk, he is as beautiful as jade, and when he walks, it is like a jade mountain moving.” The composition captures that atmosphere. Grapes and aldehydes open into a boozy, wine-like heart of labdanum and styrax that carries a sugary, almost fermented sweetness. The cedarwood and guaiac wood base adds a dry, woody depth that grounds the intoxication and gives the composition its lasting character. It smells like red wine and warm wood, indulgent without losing its composure.

Holding the Sword is a tribute to Cao Cao

one of the most complex figures in Chinese history, a brilliant strategist who slept with a blade by his side as a symbol of will rather than fear. The composition opens with a striking metallic note that genuinely evokes cold steel, before saffron and red rose emerge in the heart. The saffron is rich and warm, and paired with the rose it creates a vivid impression of the colour red, not floral red, but something deeper: lacquer, iron, ceremonial silk. The cedarwood base anchors everything with dry, composed strength. It is one of the most distinctive openings we have encountered ; a fragrance that commits fully to its concept and delivers it with conviction. 9/10.



NESS - WORRY - DECEIT - PRETENSE - CAPITALIS
AR - RAGE - GLUTTONY - SADNESS - CONTENT
TIONISM - CHEMICALS - BODY ODOR - RANCOR -
DRAB - HEMORRHOIDS - UNHAPPINESS - GRIDLO
M - PROMISCUITY - DIVISIVENESS - RIGIDITY - TR

SCENT AS A TOOL FOR FLOURISHING

FREE YO

Free Yourself is an American house built on the idea that fragrance can do more than smell good, it can shift your emotional state. Co-founder Jeff Miller studied Applied Positive Psychology at the University of Pennsylvania, and that background runs through every decision the brand makes. The compositions are crafted in Grasse by perfumers Maud Chabanis, Xavier Blaizot, Mathilde Bijaoui and Ralf Schwieger. The house pairs its candles with Wordblocks, short poetic texts designed to turn scent into a moment of reflection. It is a brand with a clear philosophy, but the fragrances are what earn the attention.

Numinous is the newest addition to the Elements Collection, composed by Mathilde Bijaoui. Where Savor is indulgent and gourmand, Numinous is contemplative. Deep amber sits at the centre of the composition, rich and resonant, creating a sense of weight and reverence that feels deliberate and unhurried. The house describes it through the lens of mystery, depth and reverence, and on skin that framing holds. It is a composition that asks you to sit with it rather than simply wear it.



DISLIKES - INDULGENCE - FRAC
GYNY - CODEPENDENCY - SELFIE
DIFFERENCE - CONTROL - NICOT
ESS - EXTREMISM - DISPARAGEMENT


M - ISOLATION - INFIDELITY - COMPULSION - C
TION - PARANOIA - ROAD RAGE - DEPRAVITY - IN
- MADNESS - SQUANDERING - FASCISM - IRRITA
OCK - FANATICISM - NOSINESS - TOXICITY - UN
ANSPHOBIA - PORN - MANIA - SPENDING - POS
URSELF
Savor is a gourmand built around a drunk plum note that is immediately arresting. Perfumer Maud Chabanis layered bittersweet chocolate, pistachio and almond around the plum in the opening, creating something rich and indulgent from the first spray. The heart of sandalwood, tonka bean, tobacco and rose adds warmth and a subtle smokiness that keeps the composition from becoming purely sweet. The base of marshmallow, labdanum, vanilla and cedar rounds everything into something deeply comforting, warm, enveloping and long-lasting. It captures the feeling the name describes: the act of slowing down and being present with something genuinely pleasurable.
MEDIA - PESSIMISM -
GROUPS - OBSTACLES -
- COMPLACENCY - STE
PRIDE - GUILT - RACISM -
XENOPHOBIA - ARROGANCE

LEGACY PRESSED INTO SCENT

ÉDIT(h) is a Japanese house with roots stretching back to 1905, six generations of craftsmanship, originally in the art of hanko, the traditional Japanese stamp seal. That heritage is visible in every detail: the bottle shape itself is drawn from the form of a hanko, and each fragrance carries the same precision and intentionality as a mark pressed into wax. The name pays tribute to Édith Piaf, and the connection between a French chanteuse and a Japanese seal-maker is less unlikely than it sounds, both deal in the art of leaving an impression that lingers. Perfumer Leslie Gauthier composes the fragrances using what the house describes as a musical perfumery method, treating notes as instruments in an arrangement rather than steps in a pyramid. It is a house where everything connects back to the legacy of the company, and that coherence shows.



Green Velvet opens with galbanum, ginger and green pepper into a heart of Turkish rose, jasmine sambac and iris, settling on white musk, cedar and patchouli. The herbal notes are prominent and carry a certain tension, they do not sit back politely but push forward with a bitter, aromatic edge that gives the composition its character. The vetiver quality running through the structure adds a green, grassy backbone. It is a fragrance that wears its name well: dark, textured and enveloping, like the fabric itself.



Shiso Reverie is a 2025 release and continues the house's interest in Japanese botanical ingredients. Shiso — the aromatic herb used across Japanese cuisine — is a note that carries a distinctive green, slightly minty, almost basil-like quality that is rarely seen in Western perfumery. On first encounter it feels fresh, aromatic and quietly assured. A composition worth returning to.
ÉDIT(h) is a house that does not chase trends or raise its voice. Six generations of craft have taught it that the mark you leave matters more than the noise you make. Worth seeking out.

Club Lonely is the composition that stops you. There is a woody foundation here, but what makes it distinctive is a fruit note that is difficult to place, something unusual, not immediately recognisable, sitting between the familiar and the strange. It creates a quality that is hard to compare to anything else in the market. The kind of fragrance that makes you pause and return to your wrist. Genuinely unique.

Kagamigoshi translates as "through the mirror," and the composition plays with that sense of illusion. Frankincense and mandarin open alongside juniper berry, with the mandarin carrying a bright, orange-toned sweetness that defines the first impression. Iris, tonka bean and clary sage in the heart add a powdery, herbal complexity, and the base of vetiver, white cedar and vanilla brings a warm, meditative close. There is something elusive about it as if the composition keeps shifting just as you think you have understood it. Intriguing and considered.

PERSONALITY BOTTLED

Andesara is a young house built around a personal premise: each composition in the catalogue captures the personality of a sibling. Clara, the house's main fragrance enthusiast, is the driving force behind the project, and her own composition "Enigma" sits at the centre of the range. It is an approach that gives the catalogue an unusual intimacy. These are not fragrances designed around abstract moods or market gaps. They are portraits of real people, and that specificity is what makes them interesting.

Enigma is Clara's composition and the one that carries the most complexity. Lavender, bergamot and patchouli open with a grounded, aromatic confidence before the heart unfolds into geranium, honey, jasmine and musk ; warm, romantic and refined without becoming heavy. The base of cedarwood, vanilla, tobacco and tonka bean adds a smoky, creamy depth that lingers well. It is layered and considered, and the name suits it ; there is enough happening beneath the surface to reward repeated wearing.

Taupe Eclipse draws from the atmosphere of an endless summer. Peach and creamy coconut sit alongside rose in the opening, before black pepper, olibanum and vanilla introduce a spiced warmth in the heart. The base of cedarwood, amber and birch tar adds an unexpected depth ; darker and more grounded than the opening suggests. It balances sweetness and edge with a confidence that holds together well.

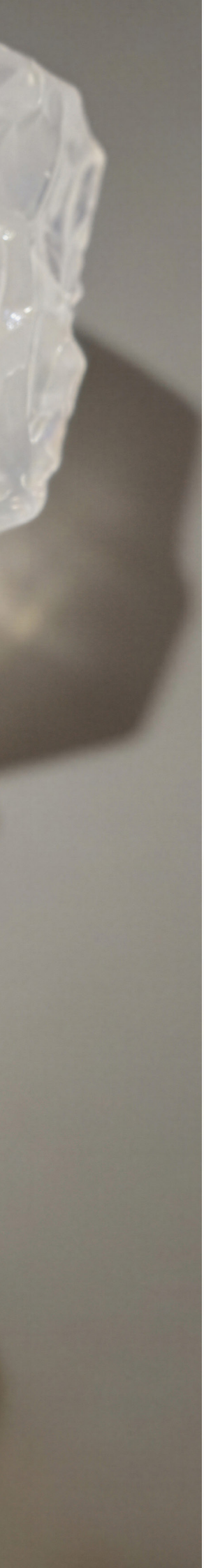


Éclat Reverie is the standout for me. Bergamot and lime open into a heart where vanilla and geranium meet musk, and it is the geranium that makes this composition sing. Sweet, aromatic and luminous, the geranium note lifts the entire structure and gives it a distinctive brightness that separates it from anything else in the range. The base of cedarwood, palo santo, ambroxan and tobacco adds warmth and lasting power without dimming the geranium's clarity.

Andesara is a house with a clear identity and a personal story worth following. The sibling concept gives the catalogue coherence without limiting it, and the quality across the range is consistent. One to watch.




MANGO STICKY RICE
By IDMAN
EXTRAIT DE PARFUM



IDMAN

Idman is a Dubai-born house that sources its materials and crafts the perfume in France and approaches fragrance as a language of emotion rather than decoration. The catalogue leans into bold, unisex compositions with high concentrations of fragrance oil designed for longevity well beyond the average. The name carries meaning in Arabic, and the brand's ethos "every scent captured between creation and chaos" runs through a range that balances playfulness with genuine quality. The presentation matches the ambition: at our sampling, Yuzu Sake was sprayed directly onto rice, a small but memorable touch that speaks to how seriously the house thinks about the sensory experience beyond the bottle.

Carte Blanche is the cleanest composition in the range. Light, herbal and fresh, it sits close to skin with a transparency that makes it immediately wearable. There is no heaviness here, no density just clean herbals delivered with clarity and restraint. For those who want something understated and versatile, it does its job well and does it quietly. 8/10.

Yuzu Sake captures the bright, tart energy of Japanese yuzu alongside a smooth rice sake accord that adds clean, refined depth. Neroli and white wine notes thread through the composition, giving it a quality that is simultaneously citric and softly boozy. It has the crispness of something freshly poured, sharp, modern and considered. The balance between the zesty opening and the warmer, woody musk base keeps it interesting across the full wear. 8.5/10.

Mango Sticky Rice is the composition that earns the most attention. Inspired by the Thai dessert, it opens with ripe golden mango before a creamy coconut milk accord swirls into a soft rice note at the heart. Vanilla and warm musk in the base round everything into something smooth, indulgent and lasting. The mango is handled with confidence — tropical and juicy without becoming synthetic or overly sweet. It strikes the balance that most gourmand fragrances miss: genuinely edible without losing its elegance. A composition that makes you smile and then makes you reach for your wrist again. 9/10.

Idman is a house that understands presentation, ambition and the importance of making fragrance feel like an experience. The quality from Grasse is evident, and the creative direction is distinctive. One to keep close.

FRAGRANCE BEYOND NOTES

House of Iyrah is a US-based house founded by Samira, whose approach to perfumery was shaped by something deeply personal: her mother could not smell. Growing up, Samira learned to describe fragrances not through notes or ingredients but through the emotions they uncovered : warmth, comfort, joy, memory. That philosophy runs through everything the house produces.

HOUSE OF IYRAH

Act I was born from a workplace observation. Samira had become known for her fragrance trail and colleagues could track her movements through the office long after she had passed. She loved being memorable, but the feedback was clear: sometimes her signature was too loud. So she built Act I as a response — something that still announced her presence but knew when to use its inside voice. Bergamot, lemon and thyme open into neroli and lily of the valley, settling on a base of musk and sandalwood. It is clean, bright and composed.

Symphony draws its inspiration from the island of St. Martin. Musk, candy fruit and sandalwood form the core of a composition that is sweet, warm and tropical. The sandalwood adds a creamy depth, and the fruit notes carry a confected brightness that suits the island setting. The musk is strong and sits at the front of the composition ; on first wearing it dominates and partially conceals the other notes. The hope is that as it settles and dries, the sandalwood and fruit will find more room to breathe. A composition with clear potential that may reveal more of itself over time.

Opera is the composition that carries the most emotional weight. It is Samira's tribute to her mother, and the personal narrative is woven into the notes themselves. Rose and blackcurrant sit at the centre, both prominent and well-balanced, creating something rich and fruity-floral.

The pepper is the detail that elevates it — added deliberately to reference the sharpness of an African mother's discipline, a touch of spice that cuts through the sweetness with warmth and affection rather than heat. It is a composition that tells a story you can feel before you hear it explained.



Would like to say a well done to every house that set up and all the best to for your businesses. There were so many houses and so I think I only covered 60-70% of the houses on display so apologies if I have missed out on any houses! I look forward to next years edition and look forward to discovering more foregin brands. This has prompted me to visit other countries and experience their mastery of perfume.

Kind Regards.



Our Father, who is in heaven,
Hallowed be Your name.
Your kingdom come.
Your will be done,
On earth as it is in heaven.
Give us this day our daily bread.
And forgive us our debts, as we also have forgiven our debtors.
And do not lead us into temptation, but deliver us from evil.

Main Editor Signature:

