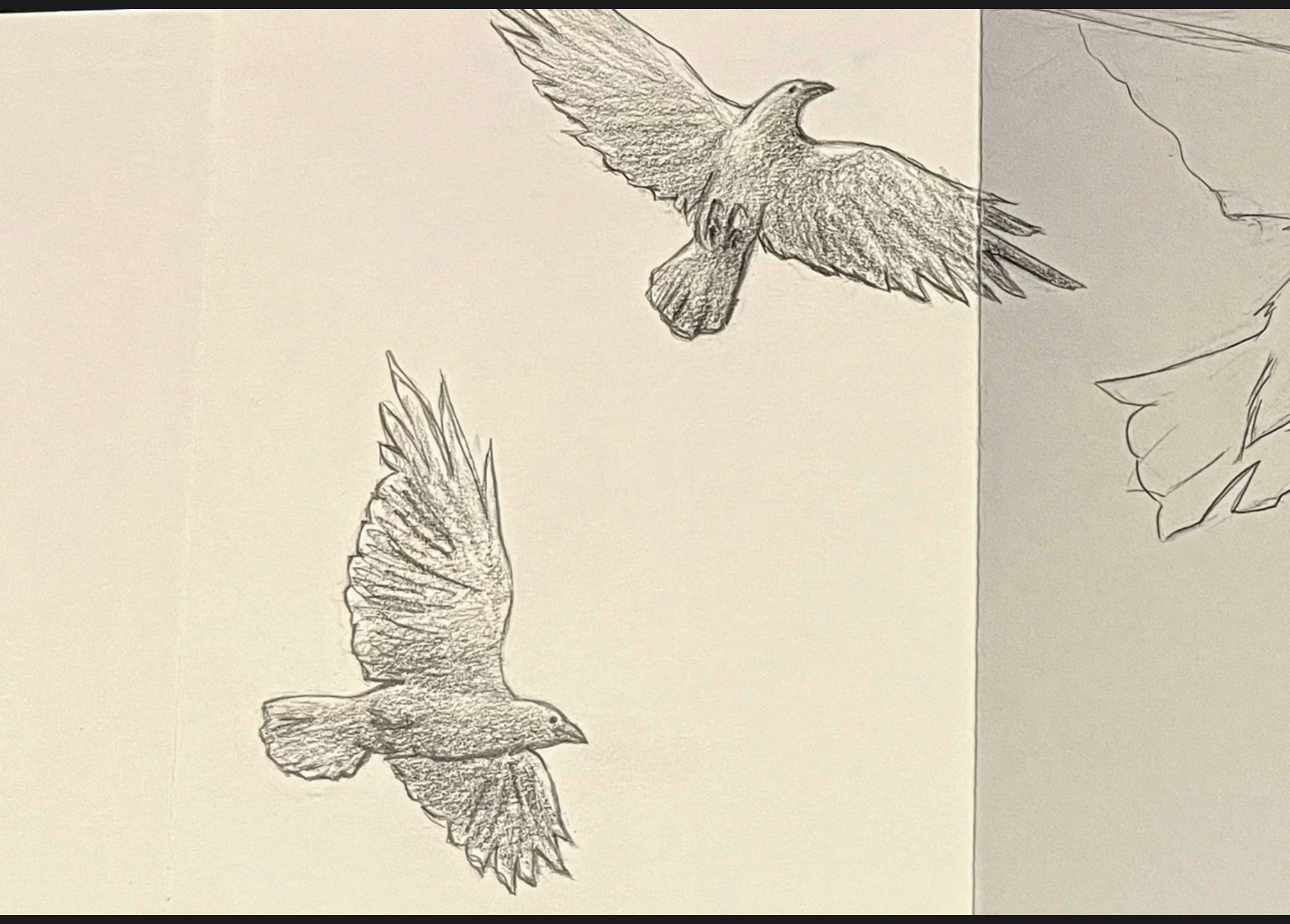
An object of curiosity. A fragrance of intrigue.



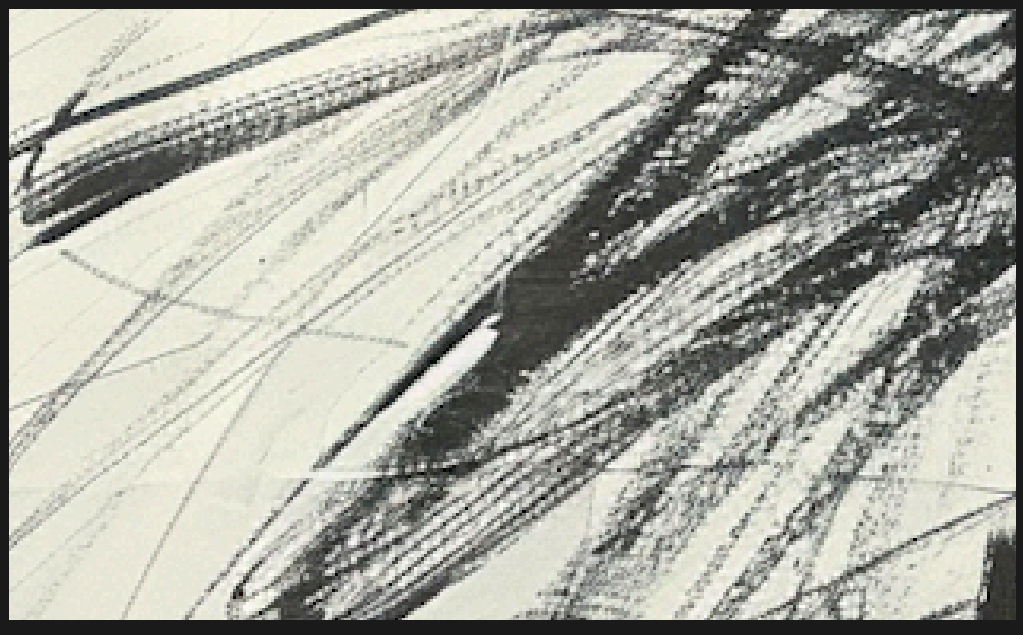
CORVAE takes its name from Corvus, the Latin genus associated with crows and ravens. These birds have long been connected with intelligence, transformation, memory, and mystery.

Rather than relying on conventional luxury codes, CORVAE draws inspiration from natural history illustrations, handwritten manuscripts, and the mythological lore associated with these beautiful creatures. Combined with the powerful connection between memory and scent, CORVAE aspires to create a lasting impression.

The central idea is simple: a fragrance should feel like a story worth keeping.

Timeless by nature.





Brand positioning:
Contemporary niche perfumery with an old-world, literary sensibility.

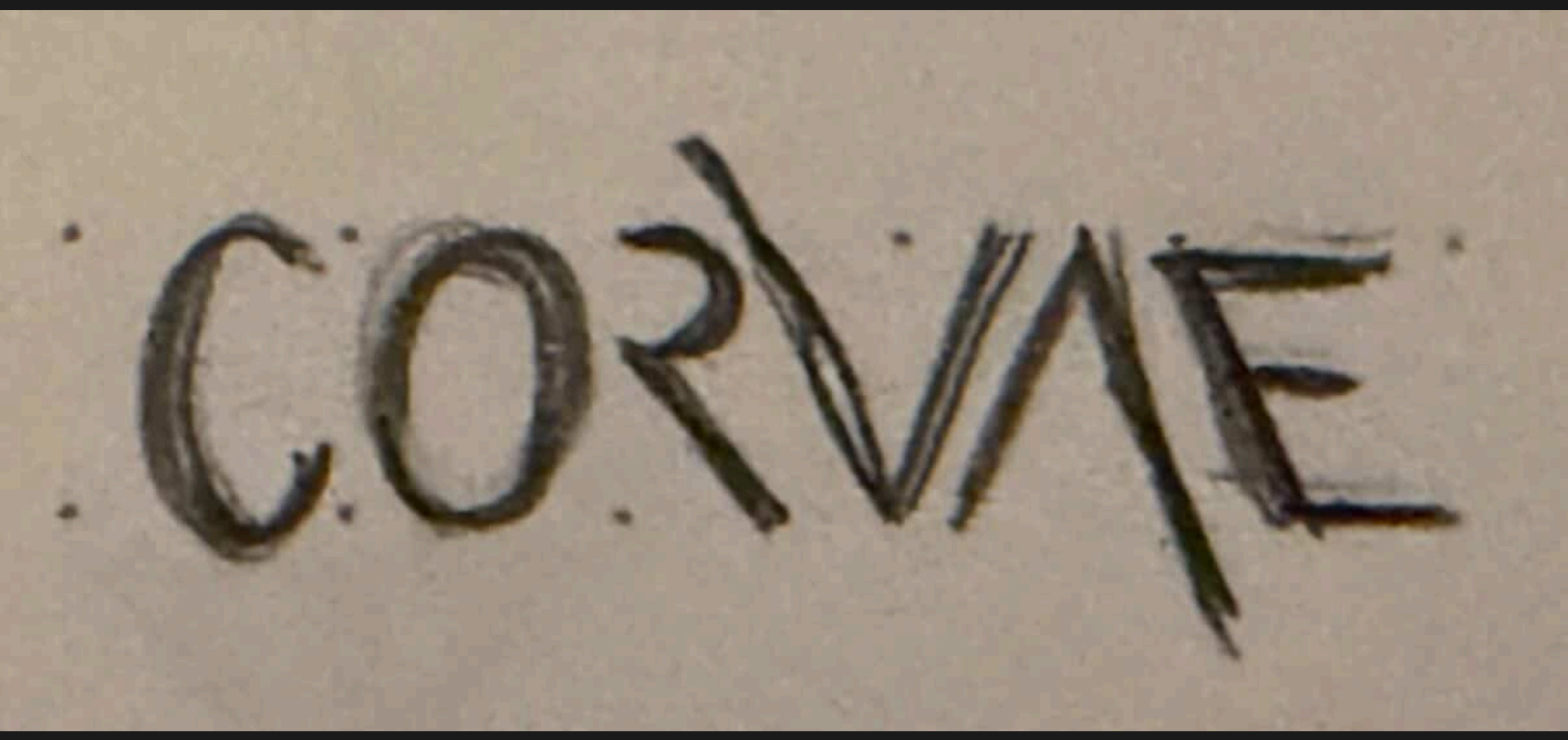
Personality:
Enigmatic, intellectual, artistic, intimate, and subtly rebellious.

Visual language:
Expressive charcoal marks, delicate ornithological drawings, restrained typography, and richly textured materials.

Parchment	Bordeaux	Obsidian	Smoke
#E8E3D6	#4A0E17	#1A1A1A	#6B6460

The tension between imperfect, handmade artwork and carefully constructed packaging defines the identity. The illustrations introduce movement and emotion; the restrained layout gives them space to breathe.

Craft. Character. Conviction.



CORVAE



The CORVAE wordmark originates from a hand-drawn sketch rather than a conventional typeface.

Its angular strokes, irregular geometry, and slightly distressed edges communicate the brand's artistic character.

A subtle, feather-inspired detail within the ‘V’ pays homage to the brand’s avian roots, seamlessly weaving symbolism into the letterform.

Two paths, one moment.



PARALLEL is the inaugural fragrance concept, represented by two crows in flight. Their opposing placements suggest separate journeys, shared direction, and the invisible connections between seemingly independent lives.

The fragrance name reinforces this duality, giving the packaging a narrative quality without requiring literal storytelling.

Its olfactory direction could explore black tea, iris, cedarwood, incense, and soft musk; an evocative proposal rather than a finalized fragrance formula.

CORVAE establishes a distinctive conceptual identity within the niche fragrance category through three defining elements: a recognizable hand-drawn wordmark, a narrative-led illustration system, and a bottle that feels like an object with its own history.

The case study presents a design concept rather than a commercially launched brand; fragrance formulation, production specifications, and market performance remain outside its scope.

CORVAE — A Fragrance for Parallel Worlds.