



PRESS & MEDIA

The House of Shaneela

Media Image Guide

The House where time becomes art, woven of myth, light & legacy.

The approved visual record of a British House of Mythic Haute-Luxury and the originator of Haute Realm-Making.

Approved digital media image library for editorial and press use

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ABOUT THE HOUSE

A House of Mythic Haute-Luxury

The House of Shaneela is a British House of Mythic Haute-Luxury rooted in Arabian heritage and the originator of Haute Realm-Making.

Haute Realm-Making is the disciplined creation and sustaining of an original Realm at the level of high luxury, allowing that Realm to generate physical artefacts, sensory expressions, rituals, provenance, environments and controlled forms of access.

To the House's knowledge, The House of Shaneela is the only luxury house currently operating according to this complete discipline. By uniting ancient traditions, original mythology, art and technology within a single generative system, the House is driving the development of this emerging luxury territory, with the potential to disrupt established conventions across the high-luxury market.

HOW TO USE THIS GUIDE

Contents of the Approved Digital Media Image Library

This guide accompanies the downloadable ZIP archive `The_House_of_Shaneela_Approved_Digital_Media_Images.zip`. Every image in the archive is catalogued here with its reference, official title, exact filename, approved caption, composition and edition details where relevant, credit line, copyright, permitted use, restrictions and alt text. Higher-resolution versions may be requested through Press Correspondence where required.

The archive is organised into three folders:

- 01_Founding_Collection/ Five representative 6 ml Founding Collection artefacts: a group photograph and one individual studio photograph for each composition.
- 02_Foundress_Logos_House_Imagery/ Two approved Foundress portraits, the House wordmark and sigils, and digital imagery of the palace.
- 03_Mythological_Artwork/ Selected illustrated or digital artwork of the House mythology, including the Hidden Empress and the Maisonnée of the House, clearly distinguished from documentary artefact photography.

General Terms

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Press contact: Rashid Al-Sirr, Keeper of the Communiqué - rashid@houseofshaneela.com

CHAMBER ONE · APPROVED IMAGES

The Founding Collection

An undisclosed number of one-off perfume artefacts created across five fragrance compositions, each hand-blended and presented in an individually chosen, hand-cut crystal flacon. The five 6 ml artefacts pictured in this guide represent the five compositions. The Founding Collection is not offered for sale.

The Founding Collection represents Realm to Artefact in practice: fragrance, flacon and provenance originating within the House Realm and crossing into material reality. The artefacts are not products decorated with mythology; they are physical evidence generated by it.

**HOSH-FC-GROUP-001****The Founding Collection - Five Representative Artefacts**

DOWNLOADABLE FILENAME	HOSH_Founding_Collection_Group_Studio_1448x1086.jpg
WHAT IS PICTURED	Studio photograph of five representative 6 ml crystal flacons, one for each of the five Founding Collection compositions, arranged on draped purple velvet.
OFFICIAL IMAGE TITLE	The House of Shaneela Founding Collection - Five Representative Artefacts
APPROVED PRESS CAPTION	Five representative 6 ml crystal flacons, one for each of the five fragrance compositions within the Founding Collection of The House of Shaneela. Each fragrance is hand-blended and presented in an individually chosen, hand-cut crystal flacon. The Founding Collection is not offered for sale.
COMPOSITIONS	The Spring of Salsabeel · The Scent of Heaven · The Damascus Rose Garden · Blossom of the Arabian Night · The Arabian Poem
PICTURED EDITIONS	Five 6 ml Founding Collection artefacts
RELEVANT DETAILS	Each fragrance is hand-blended and presented in an individually chosen, hand-cut crystal flacon with gold-tone hardware. The Founding Collection comprises an undisclosed number of one-off perfume artefacts and is not offered for sale.
CREDIT LINE	Amaan Rahman / Courtesy of The House of Shaneela
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PRESS CONTACT	Rashid Al-Sirr, Keeper of the Communiqué - rashid@houseofshaneela.com
ALT TEXT	Five clear crystal perfume flacons of varying faceted forms, each fitted with gold-tone hardware and a crystal stopper, arranged together on draped purple velvet against a warm tan backdrop.



HOSH-FC-SAL-001

The Spring of Salsabeel - Individual Artefact

DOWNLOADABLE FILENAME	HOSH_Founding_Collection_Spring-of-Salsabeel_Front_1080x1350.jpg
WHAT IS PICTURED	Front-facing studio photograph of a 6 ml Founding Collection crystal flacon.
OFFICIAL IMAGE TITLE	The Spring of Salsabeel, The House of Shaneela Founding Collection
APPROVED PRESS CAPTION	The Spring of Salsabeel, a 6 ml one-off perfume artefact created for the Founding Collection of The House of Shaneela. The hand-blended fragrance is presented in an individually chosen, hand-cut crystal flacon. The Founding Collection is not offered for sale.
COMPOSITION	Bergamot · Orange Blossom · Clary Sage · Sandalwood · Golden Veil House Accord
PICTURED EDITION	6 ml Founding Collection artefact
RELEVANT DETAILS	Hand-blended fragrance presented in an individually chosen, hand-cut crystal flacon with gold-tone hardware; engraved with the House sigil and the fragrance name in English and Arabic. One-off artefact, not offered for sale.
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PRESS CONTACT	Rashid Al-Sirr, Keeper of the Communiqué - rashid@houseofshaneela.com
ALT TEXT	A tapered clear crystal flacon with broad shoulders, a gold-tone collar and a faceted teardrop crystal stopper, engraved with the House sigil and The Spring of Salsabeel in English with Arabic beneath, on purple velvet against a warm tan backdrop.



HOSH-FC-SOH-001

The Scent of Heaven - Individual Artefact

DOWNLOADABLE FILENAME	HOSH_Founding_Collection_Scent-of-Heaven_Front_1080x1350.jpg
WHAT IS PICTURED	Front-facing studio photograph of a 6 ml Founding Collection crystal flacon.
OFFICIAL IMAGE TITLE	The Scent of Heaven, The House of Shaneela Founding Collection
APPROVED PRESS CAPTION	The Scent of Heaven, a 6 ml one-off perfume artefact created for the Founding Collection of The House of Shaneela. The hand-blended fragrance is presented in an individually chosen, hand-cut crystal flacon. The Founding Collection is not offered for sale.
COMPOSITION	Bergamot · Frankincense · White Orchid · Sandalwood · Musk · Golden Veil House Accord
PICTURED EDITION	6 ml Founding Collection artefact
RELEVANT DETAILS	Hand-blended fragrance presented in an individually chosen, hand-cut crystal flacon with gold-tone hardware; engraved with the House sigil and the fragrance name in English and Arabic. One-off artefact, not offered for sale.
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PRESS CONTACT	Rashid Al-Sirr, Keeper of the Communiqué - rashid@houseofshaneela.com
ALT TEXT	A tapered square-cut clear crystal flacon with a gold-tone collar and a faceted teardrop crystal stopper, engraved with the House sigil and The Scent of Heaven in English with Arabic beneath, on purple velvet against a warm tan backdrop.

**HOSH-FC-DAM-001****The Damascus Rose Garden - Individual Artefact**

DOWNLOADABLE FILENAME	HOSH_Founding_Collection_Damascus-Rose-Garden_Front_1080x1350.jpg
WHAT IS PICTURED	Front-facing studio photograph of a 6 ml Founding Collection crystal flacon.
OFFICIAL IMAGE TITLE	The Damascus Rose Garden, The House of Shaneela Founding Collection
APPROVED PRESS CAPTION	The Damascus Rose Garden, a 6 ml one-off perfume artefact created for the Founding Collection of The House of Shaneela. The hand-blended fragrance is presented in an individually chosen, hand-cut crystal flacon. The Founding Collection is not offered for sale.
COMPOSITION	Bergamot · Rose · Saffron · Sandalwood · Frankincense · Golden Veil House Accord
PICTURED EDITION	6 ml Founding Collection artefact
RELEVANT DETAILS	Hand-blended fragrance presented in an individually chosen, hand-cut crystal flacon with gold-tone hardware; engraved with the House sigil and the fragrance name in English and Arabic. One-off artefact, not offered for sale.
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PRESS CONTACT	Rashid Al-Sirr, Keeper of the Communiqué - rashid@houseofshaneela.com
ALT TEXT	A square-cut clear crystal flacon with a square crystal stopper on a gold-tone collar, engraved with the House sigil and The Damascus Rose Garden in English with Arabic beneath, on purple velvet against a warm tan backdrop.



HOSH-FC-BAN-001

Blossom of the Arabian Night - Individual Artefact

DOWNLOADABLE FILENAME	HOSH_Founding_Collection_Blossom-of-the-Arabian-Night_Front_1080x1350.jpg
WHAT IS PICTURED	Front-facing studio photograph of a 6 ml Founding Collection crystal flacon.
OFFICIAL IMAGE TITLE	Blossom of the Arabian Night, The House of Shaneela Founding Collection
APPROVED PRESS CAPTION	Blossom of the Arabian Night, a 6 ml one-off perfume artefact created for the Founding Collection of The House of Shaneela. The hand-blended fragrance is presented in an individually chosen, hand-cut crystal flacon. The Founding Collection is not offered for sale.
COMPOSITION	Orange Blossom · Bergamot · Saffron · Sandalwood · Golden Veil House Accord
PICTURED EDITION	6 ml Founding Collection artefact
RELEVANT DETAILS	Hand-blended fragrance presented in an individually chosen, hand-cut crystal flacon with gold-tone hardware; engraved with the House sigil and the fragrance name in English and Arabic. One-off artefact, not offered for sale.
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PRESS CONTACT	Rashid Al-Sirr, Keeper of the Communiqué - rashid@houseofshaneela.com
ALT TEXT	A circular ring-shaped clear crystal flacon with a faceted teardrop crystal stopper on a gold-tone collar, engraved with the House sigil and Blossom of the Arabian Night in English with Arabic beneath, on purple velvet against a warm tan backdrop.



HOSH-FC-ARP-001

The Arabian Poem - Individual Artefact

DOWNLOADABLE FILENAME	HOSH_Founding_Collection_Arabian-Poem_Front_1080x1350.jpg
WHAT IS PICTURED	Front-facing studio photograph of a 6 ml Founding Collection crystal flacon.
OFFICIAL IMAGE TITLE	The Arabian Poem, The House of Shaneela Founding Collection
APPROVED PRESS CAPTION	The Arabian Poem, a 6 ml one-off perfume artefact created for the Founding Collection of The House of Shaneela. The hand-blended fragrance is presented in an individually chosen, hand-cut crystal flacon. The Founding Collection is not offered for sale.
COMPOSITION	Rose · Saffron · Frankincense · Orris · Sandalwood · Golden Veil House Accord
PICTURED EDITION	6 ml Founding Collection artefact
RELEVANT DETAILS	Hand-blended fragrance presented in an individually chosen, hand-cut crystal flacon with gold-tone hardware; engraved with the House sigil and the fragrance name in English and Arabic. One-off artefact, not offered for sale.
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PRESS CONTACT	Rashid Al-Sirr, Keeper of the Communiqué - rashid@houseofshaneela.com
ALT TEXT	A tall rectangular clear crystal flacon with angled shoulders and a tall rectangular crystal stopper on a gold-tone collar, engraved with the House sigil and The Arabian Poem in English with Arabic beneath, on purple velvet against a warm tan backdrop.

CHAMBER TWO · APPROVED IMAGES

Foundress Portraits - two approved portraits of SHANEELA, Maîtresse Parfumeur and Foundress of The House of Shaneela.

**HOSH-FP-001****SHANEELA - House-Styled Foundress Portrait**

DOWNLOADABLE FILENAME	HOSH_Foundress_SHANEELA_House_Styled_Portrait_1024x1536.jpg
WHAT IS PICTURED	Approved House-styled portrait of SHANEELA, presented within the visual world of the House.
OFFICIAL IMAGE TITLE	SHANEELA, Maîtresse Parfumeur and Foundress of The House of Shaneela
APPROVED PRESS CAPTION	SHANEELA, Maîtresse Parfumeur and Foundress of The House of Shaneela.
RELEVANT DETAILS	Approved for use wherever the Foundress is named or referenced in editorial coverage of The House of Shaneela.
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PRESS CONTACT	Rashid Al-Sirr, Keeper of the Communiqué - rashid@houseofshaneela.com
ALT TEXT	Three-quarter portrait of SHANEELA with long dark wavy hair, wearing a teal and gold embroidered gown and gold flower pendant, against a warm library interior in the visual style of The House of Shaneela.



HOSH-FP-002

SHANEELA - Plain-Background Foundress Portrait

DOWNLOADABLE FILENAME	HOSH_Foundress_SHANEELA_Plain_Approved_Digitally_Styled_Portrait_1023x1537.png
WHAT IS PICTURED	Approved digitally styled portrait of SHANEELA against a plain white background.
OFFICIAL IMAGE TITLE	SHANEELA, Maîtresse Parfumeur and Foundress of The House of Shaneela - Plain Background
APPROVED PRESS CAPTION	SHANEELA, Maîtresse Parfumeur and Foundress of The House of Shaneela. Approved digitally styled portrait.
RELEVANT DETAILS	Approved for factual founder profiles, interviews, speaker biographies and editorial coverage in which a neutral background is preferred.
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PRESS CONTACT	Rashid Al-Sirr, Keeper of the Communiqué - rashid@houseofshaneela.com
ALT TEXT	Three-quarter portrait of SHANEELA with long dark wavy hair, wearing a black top and a gold flower pendant necklace, against a plain white background.

CHAMBER THREE · APPROVED IMAGES

House Wordmark and Sigils - approved brand assets for editorial and press use.



HOSH-LG-WORDMARK-001

The House of Shaneela - Primary Wordmark

DOWNLOADABLE FILENAME	house-of-shaneela-wordmark.png
WHAT IS PICTURED	Primary text logotype reading The House of Shaneela, London - Mythically Incepted in 37 B.C.E.
RELEVANT DETAILS	Primary wordmark for editorial and press use.
CREDIT LINE	Courtesy of The House of Shaneela
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PRESS CONTACT	Rashid Al-Sirr, Keeper of the Communiqué - rashid@houseofshaneela.com
ALT TEXT	Purple uppercase wordmark reading The House of Shaneela, London, with the founding line Mythically Incepted in 37 B.C.E. beneath, on a transparent background.



HOSH-LG-SIGIL-PRIMARY-001

The House of Shaneela - Primary Sigil, Purple-Gold Gradient

DOWNLOADABLE FILENAME	sigil-purple-gold-gradient-primary.png
WHAT IS PICTURED	The House's Arabic-calligraphic sigil rendered in a purple-to-gold gradient.
RELEVANT DETAILS	Primary sigil for general editorial and press use.
CREDIT LINE	Courtesy of The House of Shaneela
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PRESS CONTACT	Rashid Al-Sirr, Keeper of the Communiqué - rashid@houseofshaneela.com
ALT TEXT	Arabic-calligraphic House sigil in a purple-to-gold gradient on a transparent background.

**HOSH-LG-SIGIL-PURPLE-001****The House of Shaneela - Sigil, Purple Monochrome**

DOWNLOADABLE FILENAME	sigil-purple-monochrome.png
WHAT IS PICTURED	The House sigil in purple monochrome.
RELEVANT DETAILS	Monochrome sigil variant for light backgrounds.
CREDIT LINE	Courtesy of The House of Shaneela
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RESTRICTIONS	Do not alter proportions, colour or composition. Do not recolour, add effects or place on backgrounds that compromise legibility.
PRESS CONTACT	Rashid Al-Sirr, Keeper of the Communiqué - rashid@houseofshaneela.com
ALT TEXT	The House's Arabic-calligraphic sigil rendered in deep purple on a transparent background.

**HOSH-LG-SIGIL-GOLD-001****The House of Shaneela - Sigil, Gold Monochrome**

DOWNLOADABLE FILENAME	sigil-gold-monochrome.png
WHAT IS PICTURED	The House sigil in gold monochrome.
RELEVANT DETAILS	Monochrome sigil variant for dark backgrounds.
CREDIT LINE	Courtesy of The House of Shaneela
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PRESS CONTACT	Rashid Al-Sirr, Keeper of the Communiqué - rashid@houseofshaneela.com
ALT TEXT	The House's Arabic-calligraphic sigil rendered in gold on a transparent background.

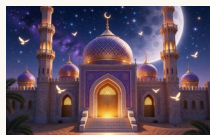
CHAMBER FOUR · APPROVED IMAGES

House Imagery - The Palace. These artistic renderings form part of the coherent original Realm sustained through the House's discipline of Haute Realm-Making. They are mythological and digital artworks, not documentary photographs of a real property.



The Palace of The House of Shaneela - Principal Elevation

DOWNLOADABLE FILENAME	HOSH_House_Imagery_Palace_Principal_Elevation_1264x816.jpg
WHAT IS PICTURED	Digital artwork of the House palace, a domed and minareted structure illuminated at night beneath a large moon, with its principal gateway lit from within.
RELEVANT DETAILS	Digital artwork forming part of the mythology of The House of Shaneela; not a documentary photograph of a real property.
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PRESS CONTACT	Rashid Al-Sirr, Keeper of the Communiqué - rashid@houseofshaneela.com
ALT TEXT	Digital artwork of an ornate palace with purple and gold domes and tall minarets beneath a large moon and starfield, with white doves and palm trees framing a lit entrance staircase.

**HOSH-HI-PALACE-002****The Palace of The House of Shaneela - Gate and Minarets**

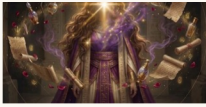
DOWNLOADABLE FILENAME	HOSH_House_Imagery_Palace_Gate_and_Minarets_1264x816.jpg
WHAT IS PICTURED	Digital artwork of the House palace gate framed by twin minarets beneath a starlit sky and a large moon.
RELEVANT DETAILS	Digital artwork forming part of the mythology of The House of Shaneela; not a documentary photograph of a real property.
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PRESS CONTACT	Rashid Al-Sirr, Keeper of the Communiqué - rashid@houseofshaneela.com
ALT TEXT	Digital artwork of a palace central archway and glowing doors, flanked by twin minarets and purple domes beneath a night sky with a large moon and doves in flight.

**HOSH-HI-PALACE-003****The Palace of The House of Shaneela - Garden Court**

DOWNLOADABLE FILENAME	HOSH_House_Imagery_Palace_Garden_Court_1264x816.jpg
WHAT IS PICTURED	Digital artwork of the House garden court, with a fountain and flowering garden before the palace entrance beneath a night sky.
RELEVANT DETAILS	Digital artwork forming part of the mythology of The House of Shaneela; not a documentary photograph of a real property.
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RESTRICTIONS	Proportionate cropping and resizing are permitted. Material alteration, recolouring, filtering and compositing are not permitted.
PRESS CONTACT	Rashid Al-Sirr, Keeper of the Communiqué - rashid@houseofshaneela.com
ALT TEXT	Digital artwork of a palace courtyard with a stone fountain, flower beds and palm trees leading to a glowing doorway beneath a domed, minareted facade and starlit sky.

CHAMBER FIVE • APPROVED IMAGES

Selected Mythological Artwork. These works depict figures belonging to the continuing Realm of The House of Shaneela and form part of its wider system of Haute Realm-Making. They are clearly distinct from the documentary artefact photography and approved Foundress portraits appearing elsewhere in this guide.



The Hidden Empress - A Veiled Figure Within the House Mythology

**DOWNLOADABLE
FILENAME**

HOSH_Mythological_Artwork_The_Hidden_Empress_500x333.jpg

WHAT IS PICTURED

Digital illustration depicting the Hidden Empress, a veiled figure within the mythology of the House, her face rendered as radiant light, surrounded by manuscripts, perfume flacons and rose petals within a temple interior.

RELEVANT DETAILS

Illustrated or digital artwork of a mythological figure of the House; not documentary photography of a real person.

CREDIT LINE

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PRESS CONTACT

Rashid Al-Sirr, Keeper of the Communiqué -
rashid@houseofshaneela.com

ALT TEXT

Digital illustration of a robed female figure in purple and gold, her face replaced by radiant light, surrounded by manuscripts, scrolls, perfume flacons and rose petals within a temple interior.

**HOSH-MA-RASHID-001****Rashid Al-Sirr, Keeper of the Communiqué****DOWNLOADABLE
FILENAME**

HOSH_Mythological_Artwork_Rashid_Al-Sirr_Keeper_of_the_Communique_500x500.jpg

WHAT IS PICTURED

Illustrated character portrait of Rashid Al-Sirr, Keeper of the Communiqué and Vizier of the Palace, from the mythology of The House of Shaneela.

RELEVANT DETAILS

Illustrated or digital artwork of a mythological figure of the House; not documentary photography of a real person.

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RESTRICTIONS

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PRESS CONTACT

Rashid Al-Sirr, Keeper of the Communiqué -
rashid@houseofshaneela.com

ALT TEXT

Illustrated portrait of a young man in a deep blue turban and burgundy and blue robes, standing before an ornate domed palace within a gold linework frame.

**HOSH-MA-MALIK-001****Malik Al-Nur, Keeper of the Veil**

DOWNLOADABLE FILENAME	HOSH_Mythological_Artwork_Malik_Al-Nur_Keeper_of_the_Veil_500x500.jpg
WHAT IS PICTURED	Illustrated character portrait of Malik Al-Nur, Keeper of the Veil, from the mythology of The House of Shaneela.
RELEVANT DETAILS	Illustrated or digital artwork of a mythological figure of the House; not documentary photography of a real person.
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RESTRICTIONS	Proportionate cropping and resizing are permitted. Material alteration, recolouring, filtering and compositing are not permitted.
PRESS CONTACT	Rashid Al-Sirr, Keeper of the Communiqué - rashid@houseofshaneela.com
ALT TEXT	Illustrated close portrait of a young man wearing a gold-embroidered cream headscarf with a navy and gold band, before a softly blurred palace archway within a gold frame.



HOSH-MA-FARID-001

Farid Al-Samt, Keeper of Silence

DOWNLOADABLE FILENAME	HOSH_Mythological_Artwork_Farid_Al-Samt_Keeper_of_Silence_500x500.jpg
WHAT IS PICTURED	Illustrated character portrait of Farid Al-Samt, Keeper of Silence, from the mythology of The House of Shaneela.
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RESTRICTIONS	Proportionate cropping and resizing are permitted. Material alteration, recolouring, filtering and compositing are not permitted.
PRESS CONTACT	Rashid Al-Sirr, Keeper of the Communiqué - rashid@houseofshaneela.com
ALT TEXT	Illustrated portrait of an older man with grey hair, wearing an ornate purple and gold robe before a stained-glass window within a gold frame.



HOSH-MA-SAMIR-001

Samir Al-Dhakhir, Archivist of Memory

DOWNLOADABLE FILENAME	HOSH_Mythological_Artwork_Samir_Al-Dhakhir_Archivist_of_Memory_500x500.jpg
WHAT IS PICTURED	Illustrated character portrait of Samir Al-Dhakhir, Archivist of Memory, from the mythology of The House of Shaneela.
RELEVANT DETAILS	Illustrated or digital artwork of a mythological figure of the House; not documentary photography of a real person.
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RESTRICTIONS	Proportionate cropping and resizing are permitted. Material alteration, recolouring, filtering and compositing are not permitted.
PRESS CONTACT	Rashid Al-Sirr, Keeper of the Communiqué - rashid@houseofshaneela.com
ALT TEXT	Illustrated portrait of a young man with green eyes wearing a taupe turban and embroidered robe before a blurred palace archway within a gold frame.

**HOSH-MA-ZAFIR-001****Zafir, Messenger Falcon of the House**

DOWNLOADABLE FILENAME	HOSH_Mythological_Artwork_Zafir_Messenger_Falcon_500x500.jpg
WHAT IS PICTURED	Illustrated or photographic study of Zafir, messenger falcon of The House of Shaneela, from the mythology of the House.
RELEVANT DETAILS	Illustrated or digital artwork of a mythological figure of the House; not documentary photography of a real person.
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RESTRICTIONS	Proportionate cropping and resizing are permitted. Material alteration, recolouring, filtering and compositing are not permitted.
PRESS CONTACT	Rashid Al-Sirr, Keeper of the Communiqué - rashid@houseofshaneela.com
ALT TEXT	A pale gold and brown falcon standing on a wooden surface, facing the camera within a gold linework frame.