



PRESS & MEDIA

THE HOUSE OF SHANEELA

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

BRAND	The House of Shaneela	CATEGORY & DISCIPLINE	Mythic Haute-Luxury & Haute Realm-Making
FOUNDRESS	SHANEELA · Maîtresse Parfumeur and Foundress of the House	PRESENCE	London
WEBSITE	houseofshaneela.com	PRESS	rashid@houseofshaneela.com
SOCIAL	@houseofshaneela · Instagram, LinkedIn	ACCESS	By placement and private access

THE HOUSE IN BRIEF

A House of Mythic Haute-Luxury

The House of Shaneela is a British House of Mythic Haute-Luxury rooted in Arabian heritage. It practises Haute Realm-Making: the disciplined creation and sustaining of an original Realm at the level of high luxury, from which fragrances, artefacts, rituals, provenance, environments and controlled forms of access are generated.

The House is the originator and, to its knowledge, the only luxury house currently operating according to this complete discipline. By bringing ancient traditions, original mythology, art and technology into a single generative system, The House of Shaneela is establishing a new territory of luxury.

As the originator and only luxury House currently operating according to the complete discipline of Haute Realm-Making, The House of Shaneela is driving the development of this emerging luxury territory, with the potential to disrupt established conventions across the high-luxury market.

SIGNATURE COMPOSITION

The Golden Veil Accord

The Golden Veil Accord is the proprietary signature composition of The House of Shaneela, developed exclusively for use within the House's fragrances. This distinctive white-amber foundation imparts warmth, depth and permanence while creating a recognisable olfactory lineage across the House's creations.

The Accord is not a fragrance in itself, nor does it make each composition smell the same. It operates as a unifying signature, taking on a different expression within every fragrance while preserving the sensory identity of the House.

Carried across the House's fragrances, the Golden Veil Accord creates a material and sensory continuity through which the Realm becomes perceptible—binding each scented artefact to the mythology, heritage and creative discipline of The House of Shaneela.

PORTFOLIO

The Collections

- Founding Collection - the House's founding fragrances
- Elixir Editions and rare pieces - limited, by private access only

IN HER WORDS

Foundress

"I founded The House of Shaneela not to place mythology around fragrance, but to allow an original Realm to generate what enters the world."

Haute Realm-Making brings together ancient traditions, mythology, art and technology within one disciplined system. The fragrance, manuscript, flacon, ritual and provenance do not exist as separate expressions of a marketing story; they are material evidence of the Realm itself.

The House does not merely ask its audience to enter the mythology. It allows something from that mythology to enter their reality."

— SHANEELA

Maitresse Parfumeur and Foundress of the House

FOR PUBLICATION

Copy-Ready Boilerplate

The House of Shaneela is a British mythic haute-luxury fragrance house rooted in Arabian heritage and the originator of Haute Realm-Making: the disciplined creation and sustaining of an original Realm at the level of high luxury. To the House's knowledge, it is currently the only luxury house operating according to this complete discipline.

Bringing ancient traditions, original mythology, art and technology into a single generative system, the House allows its Realm to produce physical artefacts, sensory expressions, rituals, provenance, environments and controlled forms of access. As the originator and only luxury House currently operating according to the complete discipline of Haute Realm-Making, The House of Shaneela is driving the development of this emerging luxury territory, with the potential to disrupt established conventions across the high-luxury market.

Each fragrance is composed as a scented artefact rather than a conventional product. Every composition carries the Golden Veil Accord—the House's signature white-amber base, developed to impart warmth, depth and permanence while uniting its fragrances within a shared olfactory lineage.

Founded and led by SHANEELA, Maitresse Parfumeur and Foundress of the House, The House of Shaneela operates through placement and private access rather than conventional open retail.