Kinzjrita

VELOURS NOIR · EAU DE PARFUM

SIGNATURE PERFUME · EDITION N°1



The inspiration came
from the Scandinavian countryside –
quiet forests, a still lake, cherry trees,
apple orchards, and fields
filled with wildflowers.

More than anything,
it was the scent that stayed with me.
Those memories became
the soul of this perfume.

The bottle tells another part of my journey.
Years in the equestrian world taught me that
true elegance doesn't need to be loud.
It lives in simplicity, discipline, and
timeless design. That is why I chose
black and gold – classic, refined,
and enduring.

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When KINZJRITA met Monaco,
the vision evolved.
The fragrance became the brand's signature –
capturing the elegance of Monaco's evenings,
where understated luxury, exclusivity,
and timeless style come together.

- says Sandra



THE FRAGRANCE

THE OLFACTIVE FAMILY

WOODY • FLORAL • MUSK

CONTRASTS IN PERFECT HARMONY

Fresh Nordic air meets timeless elegance.
A fragrance that evolves on the skin and
leaves a lasting signature.

VELOURS NOIR

More than a fragrance.
It is a statement.

CRAFTED IN GRASSE, FRANCE
DESIGNED WITH A VISION IN MONACO.



A LUMINOUS FIRST IMPRESSION

Orange and lemon peel bring a flash of brightness to Velours Noir - polished, precise and never sharp. The citrus catches the light for a moment, then slips effortlessly into the fragrance's softer floral heart.

Freshness becomes allure: the gleam of gold at dusk, silk against bare skin, the quiet anticipation of an evening still to unfold.

THE VELVET HEART

A rose-toned floral accord unfolds with geranium and velvety petals. Soft rather than sweet, it carries a refined warmth and a restrained sensuality that feels intimate on the skin.

It is feminine without fragility - composed, magnetic and quietly assured. A presence remembered not for its volume, but for the way it made the room feel.



A LASTING SIGNATURE

Patchouli settles beneath the florals with an elegant woody depth, warmed by subtle spice and the soft, enveloping character of coumarin. Earthy yet impeccably refined, it gives Velours Noir its lingering signature.

Close to the skin, the fragrance becomes darker, smoother and more personal - a trace of quiet sensuality that remains after the evening has moved on.

THE SPIRIT OF GRASSE

Above the French Riviera, Grasse has shaped the language of perfume for centuries. In 2018, UNESCO recognised the region's living savoir-faire: cultivating perfume plants, transforming natural raw materials and the art of perfume composition.

VELOURS NOIR

EAU DE PARFUM · 50 ML



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MEET THE FOUNDER



Before the boardrooms and the flacons, there were early mornings in the stable. As an international Grand Prix rider, Sandra represented Sweden in elite equestrian sport and qualified for multiple World Championships for young horses - a discipline where success is measured not in force, but in trust, patience and partnership with the animal.



A member of Mensa Sweden, Sandra paired sport with study - university-level business education in the United States, later completed at the International University of Monaco. Today her focus is business, and her interests span real estate investment and long-term value creation, alongside experience in the American fashion and film industry. A Miss Europe Continental finalist who later returned as a pageant judge, she has been profiled in Monaco's international press, including Living in Monaco.

STRENGTH, GRACE & RESPONSIBILITY

For Sandra, luxury and wellbeing share one root: respect. Respect for the body - trained, nourished and disciplined like an athlete's, never punished into fashion's mold. Respect for the planet - choosing timeless craftsmanship over disposable trends, pieces made to be kept for a lifetime rather than a season. And respect for the next generation: she supports RideOn.org, a charity teaching children the healing power of horses. It is a philosophy she hopes other women will recognise in themselves - that femininity and strength were never opposites.



Kinzjrita

DISCOVER · VELOURS NOIR



SIGNATURE PERFUME · EDITION N°1

Created as the first chapter in the Kinzjrita fragrance collection,
Velours Noir leaves an intimate, enduring signature.

DISCOVER MORE AT KINZJRITA.COM