

Himba Fragrances Launches Kickstarter to Bring African-Inspired Sustainable Luxury Scents to the World

WILMINGTON, DE, UNITED STATES, May 26, 2025 /EINPresswire.com/ -- [Himba Fragrances](#), a bold new voice in sustainable luxury, has launched a [Kickstarter](#) campaign to fund its debut unisex fragrance line—Myrrh Omumbiri—an evocative scent that blends wild African botanicals with award-winning French perfumery.

With a modest goal of €4,397 and 27 days remaining, early backers have already pledged €543 to bring this unique vision to life. But behind the campaign lies a powerful story—not just of scent, but of survival, resilience, and the promise of hope.

“I was born in Africa’s Nile Valley—a land of immense beauty and fragrant air, but also a region scarred by war,” says Henry Baisi, founder of Himba Fragrances. “When violence erupted, I fled to London. I never imagined I’d stay away for so long. Twenty years later, I returned—and what I saw broke my heart.”

From Somalia to Sudan, Ethiopia to Uganda, and Namibia, Henry witnessed the long-term effects of war, famine, and environmental degradation. Yet amid the hardship, he saw something enduring—the deep cultural knowledge of scent among African women, and their connection to nature through ingredients like Omumbiri (Namibian myrrh), frankincense, and sandalwood.



Himba Fragrance



Close up

Trade, Not Aid: A Model Rooted in Dignity

Rather than turning to charity, Henry envisioned a business that could generate sustainable impact. Himba Fragrances sources its rare, wild ingredients directly from rural women in Africa—providing them with a reliable income, market access, and the chance to invest in their children's futures.



African Women

"These women don't need handouts—they need buyers. I purchase ingredients from them at fair trade prices, return to buy more, and ensure they benefit as the business grows. It's a circular model that empowers communities through dignity and craft."

A Fragrance Inspired by Ritual and Land

The debut scent, Myrrh Omumbiri, is a tribute to the Himba people of Namibia, who harvest and burn Omumbiri resin as part of a sacred daily ritual. This ritual, passed down through generations of women, infuses the body and soul with scent.

The fragrance follows a classic pyramid structure—with top, heart, and base notes intentionally crafted to reflect heritage, ritual, and place:

Top Notes: Bright citrus and desert florals, evoking the first rays of sun over the Namib.

Heart Notes: Omumbiri resin, sandalwood, and honeyed spice, rooted in Himba ceremonial life.

Base Notes: Warm myrrh, earthy balsam, and soft wood smoke—grounding and eternal.

The product visuals feature a sleek black cap, updated in the latest studio shots to reflect the final bottle design. The campaign also includes exclusive visuals from the pre-launch phase, including images of Himba women harvesting Omumbiri, and a video by Julia Swell that beautifully captures the sourcing journey.

"When people wear this fragrance, I want them to feel connected—to Africa, to its women, to a story of survival and strength. It's not just about luxury. It's about legacy."

Join the Campaign on Kickstarter: <https://www.kickstarter.com/projects/himba->

[fragrance/discover-the-essence-of-authentic-luxury-himba-fragrances](https://www.himbafragrances.com/fragrance/discover-the-essence-of-authentic-luxury-himba-fragrances)

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@himbafragrances on IG

Henry Baisi

Himba Fragrances

[email us here](#)

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