

Emper Perfumes Opens Dubai Factory to Influencers for Exclusive Brand Experience

Fragrance and lifestyle creators step inside Emper's Dubai factory to experience Dallah production, meet its founder and preview what's next.

DUBAI, UNITED ARAB EMIRATES, August 27, 2026

/EINPresswire.com/ -- Emper Perfumes, the flagship fragrance brand under House of Emper, recently welcomed 19 fragrance, beauty and lifestyle creators to its Dubai manufacturing facility for a special hands-on experience dedicated to the [Dallah Collection](#) - Arabica, Cuba and Turkish. The visit was designed to go far beyond a conventional factory tour. Instead of simply walking through the facility and observing production from a distance, creators were invited to step closer to the fragrance-making process, handle perfume bottles on the production floor and experience bottle crimping firsthand. The result was an immersive day built around discovery, participation and storytelling - giving creators a genuine understanding of the craftsmanship, people and processes behind the Dallah Collection and House of Emper.



Discovering the Dallah Collection

At the heart of the experience were Dallah Arabica, Dallah Cuba and Dallah Turkish. Inspired by the traditional Arabic dallah coffee pot, the collection draws from an enduring symbol of hospitality, generosity and cultural heritage across the Arabian region. Each fragrance carries its own character while sharing the collection's distinctive cultural identity and sculptural presentation. The factory visit gave creators the opportunity to discover all three fragrances more closely, understand the inspiration behind the collection and connect the finished products with the environment in which Emper fragrances are produced.

From Watching Production to Taking Part in It

Guests were guided through key areas of House of Emper's UAE manufacturing operations and

introduced to different stages of perfume production, including fragrance storage, compound preparation and mixing, laboratory processes, filling, bottle handling, crimping and final product preparation.

The most memorable part of the visit was the hands-on production experience. Influencers were able to hold and handle perfume bottles and personally experience crimping - the process through which the fragrance pump is securely fitted and sealed onto the bottle. For creators who usually encounter perfumes only as finished products, the activity offered a different perspective on the precision, infrastructure and teamwork involved before a fragrance reaches a consumer. The idea was simple: do not just tell creators how an Emper perfume is made - put the bottle in their hands and let them experience part of the journey themselves.

Meeting the Founder and the Next Generation of House of Emper

One of the highlights of the day was a personal interaction with Mr. [Akbar Mun](#), Founder of House of Emper. The meeting gave creators an opportunity to hear more about the entrepreneurial journey, values and vision behind the company, which was established in Dubai in 2006. The experience was hosted by Azhar Mun,

CEO and Co-Founder of House of Emper and son of Founder Akbar Mun. Throughout the visit, Azhar shared insights into the company's evolution, fragrance portfolio, international journey and future direction. Together, the conversations with Akbar Mun and Azhar Mun connected the heritage of House of Emper with the ambitions shaping its next chapter, while giving creators a more personal understanding of the people behind the fragrances.



Exclusive Sneak Peeks Into What Comes Next

Participating influencers were also given exclusive sneak peeks into selected upcoming Emper developments, offering an early glimpse of new fragrance concepts, product ideas and creative directions before their wider market introduction. The previews added another layer of discovery to the day and reflected House of Emper's broader approach to creator relationships: bringing influencers closer to the brand rather than limiting collaborations to product seeding or conventional sponsored content.

A Creator Community With Different Perspectives

The special Dallah Collection visit brought together 19 fragrance reviewers, perfume enthusiasts, beauty creators and lifestyle influencers: @dr.fragrances, @rwd.fragrances, @ahmed__sas, @wesam_fragrance, @alaa.sediik, @shetalksscents, @perfumesamurai, @scentmandxb, @dr._aidaa, @hellenkriz, @im.maryalmeida, @mary_teaches, @dis.coveringdubai, @fragrance_fairy_shama, @fragrance_dubai_uae, @shahidi_scent_reviews and @aniqasardar. The diverse creator mix allowed the Dallah Collection to be experienced through multiple perspectives - from dedicated fragrance reviews and perfume education to beauty, lifestyle and Dubai-focused storytelling.

More Than a Factory Tour

The experience reflected three ideas at the centre of Emper's evolving creator strategy: Discovery. Experience. Storytelling. Creators discovered Arabica, Cuba and Turkish, experienced the people and manufacturing processes behind them, and left with genuine stories they could share with their own communities. From meeting Founder Akbar Mun and interacting with Azhar Mun to walking through the production facility, handling bottles, trying the crimping process and seeing exclusive previews, the day transformed what could have been a routine factory visit into a memorable brand experience. For House of Emper, the visit was about opening the doors to its world and allowing creators to experience the brand from the inside out. As the company continues to grow internationally, immersive creator experiences will remain part of its approach to building meaningful relationships and sharing its Dubai fragrance story with audiences around the world.

About House of Emper

Established in Dubai in 2006, House of Emper is a UAE-based fragrance company creating and manufacturing perfumes for international markets. Its portfolio includes Emper, Le Chameau, Al Fares and Privé. Through UAE manufacturing, product innovation and global distribution, House of Emper continues to bring its Dubai fragrance story to consumers worldwide. Website: emperperfumes.com

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Emper Perfumes

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