

EDIT(h)

Nikko Jirushi Products since 1905
edithtokyo.com

Fragrances <香り>

All ÉDIT(h) fragrances are blended with fragrances originating from Asia that Nikko Jirushi has long used to make *shuniku*.

Fragrance notes here



Jardin Tokyo <ジャルダントウキョウ>

The fragrance, made by weaving petitgrain oil, lime, herbal musk, and other fragrances, leaves a fresh yet deep impression and brings to mind an imaginary Tokyo garden wrapped in green. It creates a mysterious world that lies concealed in the Green note.

Rose Mojito <ローズモヒート>

A rose fragrance that can be worn regardless of gender. The fragrance has a voluptuousness that takes you beyond your everyday self, and becomes a special spice that causes people to take notice at a fancy dinner party.

Earl Grey <アールグレイ>

A fragrance that starts with a burst of citrus and then gradually takes on the aroma of tea. Combining lightness and sexiness, it is fragrance that is both genderless and fashionable. It is an homage to Tokyo's street culture.

Reminisce <レミニス>

A loved one. A nostalgic place. An old memory... A complex mixture of woodiness, balsam, leather, and the like, this fragrance will awaken long-forgotten memories in just about everyone.

Yuzuki <ユズキ>

A bittersweet world featuring the power of natural yuzu and woody and floral aromas. The transition from the top notes to the last notes, built upon layers of vibrance and richness, is simultaneously sensual and intellectual.

Jardin des mots <ジャルダン デ モウ>

A garden nestled snugly in the bustle of the city. The whispering of grass, flowers, moss, and trees that you hear when you take a deep breath through your nose. Enwrap yourself in The Fragrance Garden of Words - green, floral, mossy, and beautiful.

Jardin des mots is a new piece by perfumer Alexandra Carlin, who used a unique musical perfumery method to create La collection Remixes from the first ÉDIT(h) collection Jardin Tokyo.

In contrast to the green, dignified and clean scent of Jardin Tokyo, Alexandra used floral and green notes to create a scent that contains splendor, as if a garden awakens and the plants are talking to each other.

Cocktail Lane <カクテル レーン>

The fragrance of bitters liqueur gradually emerges from the sparkling green cocktail accord. This is the story of a bar in Metropolis ordering a cocktail suddenly made you think back on your life's journey.

Cocktail Lane is a new piece by perfumer Alexandra Carlin, who used a unique musical perfumery method to create La collection Remixes from the first ÉDIT(h) collection Rose Mojito.

In this work, Alexandra has remixed the scent to include the innocent freshness of Cucumber and Flower Bouquet and the mellow charm of Bitters Liqueur and Cedarwood.

The moment a glass of cocktail touches the lips, reality intersects with the scent of the monochrome memories that colour each of our lives.

Souchong journey <スーチョン ジャーニー>

Black tea culture is said to have originated from Chinese tea leaves and come to bloom in the Western world. Journeying west and east, through time and continents, while changing its form. The scent of that traveler having arrived here, enrobed in the aroma of Lapsang Souchong with a modern finish.

Souchong journey is a new piece by perfumer Suzy Le Helle, who used a unique musical perfumery method to create La collection Remixes from the first ÉDIT(h) collection Earl Grey.

ÉDIT(h) Earl Grey, born in Japan. Having been created by French perfumer Suzy as a scent of La collection Remixes, this piece leads Chinese tea leaves - the source of black tea - to a modern expression. After its reincarnation from black tea into perfume in Asia, Earl Grey once again traveled Europe and then returned to Asian tea leaves ... A story just like a journey that continues across time and continents.

Kagamigoshi <カガミゴシ>

A blurry sense of a déjà vu in memory. Its true identity is vague, like a parallel world in a mirror. Is it real? Or just an illusion? The sweet, herbal and spicy scent evokes an impulse to do something special.

Kagamigoshi is a new piece by perfumer Leslie Gautier, who used a unique musical perfumery method to create La collection Remixes from the first ÉDIT(h) collection Reminisce.

Faced with Reminisce, Leslie created a new scent with the idea to reflect its formulation. Each ingredient mirrors an ingredient of Reminisce, like a reflection of Reminisce. The world in the mirror. As if something exists although it should not exist at all. This scent may cause confusion in your memory.

Green Velvet <グリーン ペルベット>

A bittersweet world smelling as if enrobed in lustrous dark green velvet. It envelops those whose captivating charm is hidden and cannot be measured by superficial appearance, leading their daily lives into a more enchanting world.

Green Velvet is a new piece by perfumer Leslie Gautier, who used a unique musical perfumery method to create La collection Remixes from the first ÉDIT(h) collection Yuzuki.

Leslie replaced the bitterness of the natural Japanese yuzu citron used in Yuzuki with that of Madagascar ginger, and created a fragrance of green, spicy, and floral notes that is both gorgeous and profound, just like a sophisticated dance beat.

Club Lonely <クラブロンリー>

When one trains and thinks, a creation suddenly appears, and it is still with you, unnoticed.

This is the invitation that comes to you with an invention that will never see the light of day.

eau de parfum

1st collection

Jardin Tokyo, Rose Mojito, Earl Grey, Reminisce, Yuzuki

Perfuming of ÉDIT(h)'s 1st collection was completed by a Japanese perfumer and our director, both residents of Japan, with the freedom from preconceived ideas one typically finds in Tokyo.

Each magnificent zinc cap, made by hand with a hairline finish by a craftsman, and each beautiful perfume bottle, created by a team of three craftsmen, has a slightly different 1



2nd collection “La collection Remixes”

Jardin des mots, Cocktail Lane, Souchong journey, Kagamigoshi, Green Velvet

For ‘La collection Remixes’, each perfumer created a new piece of art on the basis of precise information on the scents of the five pieces of the first collection, using musical perfuming techniques unique to ÉDIT(h). Just like musicians creating a new song by changing the tone and rhythm while still respecting the original. Including,



Extrait de Parfum

Club Lonely

This is EDIT(h)'s 10th work.

This is the first art in about four and a half years, created with the Japanese perfumer who created the first collections.

A gourmand interpretation in the EDIT(h) style.



About ÉDIT(h)

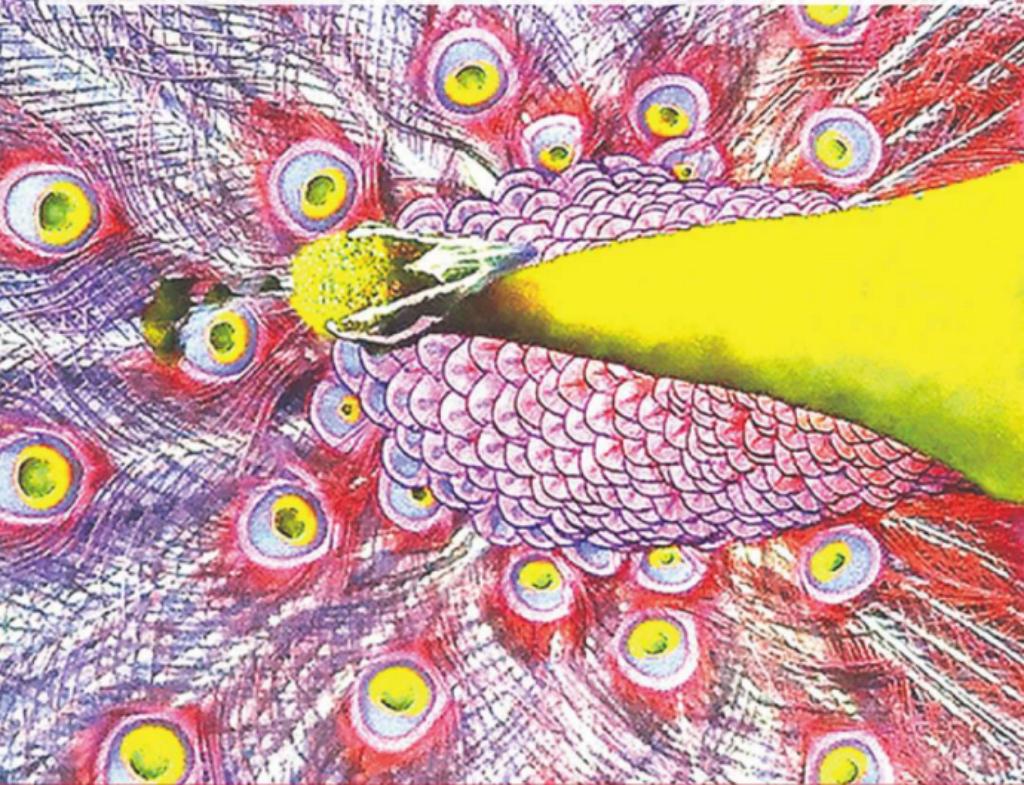
Feel the emotion behind ÉDIT(h)'s historical yet modern scent. It is a scent that includes fragrances originally from Asia and used since Nikko Jirushi's founding in 1905.

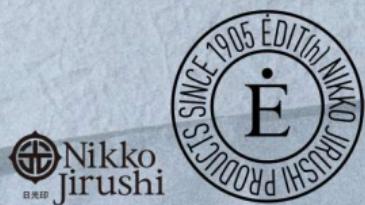
ÉDIT(h) was born from a fortuitous discovery: that Japan's stamp tradition and fragrance go very well together.

Founded in 1905, Nikko Jirushi has kept alive traditional red-ink *shuniku* stamp pad manufacturing methods for over 100 years. Nikko Jirushi VI launched ÉDIT(h) as a brand combining the essence of historical and modern culture by applying the company's manufacturing tradition and his experience as a former music director.

Throughout the manufacturing process, we make ÉDIT(h) products by reconstructing the fragrances, materials, and expertise used in making Nikko Jirushi's *shuniku*.

In every detail, from scent to packaging, we insist that ÉDIT(h) products are those that could only come from our unparalleled story. ÉDIT(h) expresses Japan's traditions in a new form. And now it's your turn to experience its world.





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