



## Omer Asim: A Perfume

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REGIONAL HUB:	Eastern Africa
CULTURAL SECTOR(S):	Fashion, crafts, cultural heritage
BENEFICIARY (IES):	Omer Asim
COUNTRIES COVERED BY THE ACTION:	Sudan
PROJECT DURATION:	04/2022 – 01/2024 (22 months)
BUDGET:	EUR 170 000 – EU FUNDING: EUR 170 000 (100 %)
WEBSITE:	N/A

The **'Omer Asim: A Perfume'** project aims to develop the 'A' perfume, based on traditional Sudanese methods, into a product line for the brand.

This perfume, along with its evolving form, remains an identity marker for Sudanese women despite the challenges in its production. It is a very particular indigenous art, crafted by women for women, using ingredients from Sudan mixed with others.

In this context, a consulting perfumer will be hired to address the lack of production and sales capacity in the international market, which is receptive to such artisanal products.

Additionally, investments will be made in production tools, laboratory testing, sustainable packaging, and the intellectual property of the perfume.

Finally, this project will benefit semi-artisanal women as they will be trained and compensated for their work, reducing their marginalization. It will also allow all participants to preserve their heritage and provide the brand with further growth and creation opportunities.



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