



Press Release

dsm-firmenich continues expansion in the Middle East with a new creative concept in Riyadh

Kaiseraugst (Switzerland), Maastricht (Netherlands), February 4, 2026

dsm-firmenich, innovators in nutrition, health, and beauty, announces the opening of **Po ONE Lab**, an exclusive creative space developed in partnership with luxury fragrance concept store Villa Po ONE in Riyadh. A fine fragrance initiative conceived as a hub for inspiration, experimentation, and storytelling, Po ONE Lab embodies a new vision of perfumery where heritage meets innovation. Designed as a dialogue between tradition and modernity, this new destination for fragrance innovation offers brands, creators, and fragrance lovers an immersive environment to explore ingredients, tools, and narratives that shape contemporary scent creation. The initiative reflects dsm-firmenich's ambition to empower a new generation of fragrance creators, while celebrating the cultural depth and olfactive legacy of the Middle East.

"Our collaboration with Po ONE Lab represents a new chapter in our focus of investment in Saudi Arabia – a focus where creativity, cultural expression and innovation will converge," said **Olivier Viejo, VP for Fine Fragrance, IMAT (India, Middle East, Africa, Turkey)**. "It is a space meant to inspire, where the richness of regional traditions meets the possibilities of modern fragrance design." **Mr. Saeed Al-Kayar, Creative Director and Co-Founder of Villa Po ONE** adds, "the creation of a dedicated fragrance space in Riyadh will further elevate the experience of our clients. Through Po ONE Lab and our partnership with dsm-firmenich, we can share our expertise in fragrance and luxury in a more permanent space."

A sensory journey inspired by Saudi Arabia

To mark the opening, dsm-firmenich unveils an exclusive collection of seven fragrances inspired by seven iconic destinations across Saudi Arabia. Each creation interprets a unique landscape and mood, using ingredients that reflect the region's culture, connecting the olfactive traditions of the Middle East, and translating these into scent.

From the sacred mineral echoes of AlUla to the magnetic urban energy of Riyadh, from the solar sensuality of the Red Sea to the royal rose air of Taif, the collection celebrates the Kingdom's diversity and visionary spirit. Other inspirations include the lush highlands of Fayfa, the golden



date landscapes of Al Qassim and the ancient mineral terrain of Hail – together forming an olfactive portrait of Saudi Arabia. Crafted by **dsm-firmenich perfumers Honorine Blanc, Hamid Merati Kashani, Carmita Magalhaes and Abdulkader Fattouh**, the collection highlights the power of storytelling in perfumery and the role of scent as a cultural language.

An immersive opening experience

The opening of Po ONE Lab unfolds across two events in February 2026. A private inauguration welcomes VIP guests, partners, and media to discover the space through guided tours and immersive fragrance experiences. A public exhibition the following day invites visitors to explore the Lab and its creative universe. More than an exhibition, the opening is conceived as an initiation – an intimate journey where scent becomes memory and creation becomes emotion.

With Po ONE Lab, dsm-firmenich affirms its commitment to fostering innovation, creativity, and cultural dialogue in fragrance in the region. By bridging Middle Eastern heritage with modern perfumery, this initiative positions Riyadh as a new creative destination in the world of luxury perfumery.

About dsm-firmenich

As innovators in nutrition, health, and beauty, dsm-firmenich reinvents, manufactures, and combines vital nutrients, flavors, and fragrances for the world's growing population to thrive. With our comprehensive range of solutions, with natural and renewable ingredients and renowned science and technology capabilities, we work to create what is essential for life, desirable for consumers, and more sustainable for the planet. dsm-firmenich is a Swiss company with dual headquarters in Kaiseraugst, Switzerland and Maastricht, Netherlands, listed on the Euronext Amsterdam, with operations in almost 60 countries and revenues of more than €12 billion. With a diverse, worldwide team of nearly 30,000 employees, we bring progress to life every day, everywhere, for billions of people. www.dsm-firmenich.com

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