

HABIBLING دابي

Light it, Love it, Habibling it



PRESS RELEASE

FOR IMMEDIATE RELEASE

FROM REALITY TV TO REAL LIFE LUXURY

Introducing HABIBLING DUBAI, the official luxury candle collection inspired by the Netflix series Dubai Bling. This unique collection captures the drama and opulence of the show with evocative names such as "I Am The Company" and "Buy Me a Birkin," each designed to transport you into the glamorous world of Dubai Bling. The candles are housed in sleek matte black containers adorned with gold accents, making them not just merchandise but coveted collectibles that elevate any space.



Crafted with premium wax and infused with high-quality essential oils, these candles offer custom scents that reflect bold personalities and cultural identity. Each fragrance is carefully curated to tell a story, adding to the luxurious experience. The initial launch includes a variety of sizes to suit different preferences, from full-size options to charming mini trios, with plans for limited editions in future seasons. These will be available at exclusive pop-up events and the official website, ensuring that fans can easily access this piece of luxury.

Full-size, long-form, and small trios are available in the inaugural drop, with limited-edition releases promised in future Dubai Bling seasons. The collection is accessible at exclusive pop-up events and the official website, with retail collaborations.

YOU CAN NOW MAKE YOUR HOME SMELL LIKE DRAMA AND BURN LIKE BLING!

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BRAND BIO

HABIBLING DUBAI is the exclusive candle collection inspired by the Netflix reality phenomenon Dubai Bling — a series celebrated for its lavish lifestyle, vibrant personalities, and memorable quotes. However, this isn't merely another celebrity-themed line. HABIBLING stands as a statement brand that embodies Middle Eastern luxury, pop culture enthusiasm, and fearless self-expression.

Designed to encapsulate the essence of the show's most memorable moments, HABIBLING transforms iconic quotes from cast members into luxurious scented candles. Each candle represents more than just a fragrance — it evokes a mood, a cherished memory, and a spotlight moment. Whether it's "Buy Me a Birkin," "Farha Marha," or "Google Me," each scent carries a narrative, and every jar pays homage to the glamour and boldness of Dubai Bling.

Our brand thrives at the crossroads of culture, fragrance, and fandom. From premium wax blends to gold-accented packaging and sophisticated design, every HABIBLING product is meticulously crafted to be indulgent and Instagram-worthy. We celebrate both regional heritage and global appeal, creating offerings that resonate with Arab youth and international influencers alike.

We prioritize cultural pride, boldness in expression, the influence of pop culture, unwavering quality, and emotional connections.

These core values ensure that HABIBLING DUBAI is more than just a brand; it represents an experience, a vibe, and a celebration of style and culture.

SPEECH

Warm welcome to everyone,

Thank you for joining me tonight as i proudly introduce something that truly resonates with me — the HABIBLING DUBAI candle collection. This project is a delightful blend of glamour, boldness, and a sprinkle of reality TV magic.

If you've ever found yourself binge-watching Dubai Bling and thought, "I want that vibe in my life," then this collection is for you. We've captured the sass, style, and unforgettable moments from the show and transformed them into candles you can actually light. HABIBLING DUBAI is the first official scented candle line inspired by the viral quotes and personalities from Dubai Bling. Each candle serves as a tribute not only to the cast but also to the culture, drama, and devoted fans.

Imagine candles like "Buy Me a Birkin," "Google Me," and "Farha Marha" — iconic moments turned into luxurious home essentials. However, HABIBLING is more than just visually appealing — though we assure you, the matte black and gold packaging will look stunning on your shelf. This brand focuses on emotional storytelling. It's about scent memories, embracing your identity, and claiming your space. It's about lighting a candle that embodies a sense of empowerment.

Every detail of the brand, from the fonts we selected to the flame symbol in the "i" of HABIBLING, conveys a narrative — a narrative of glamour, heritage, and aspiration. This story is rooted in the UAE but designed to resonate globally. This launch marks just the beginning. We are eager to collaborate, expand, and continue creating products that connect people through scent, culture, and personality.

So tonight, we invite you to light it, love it, and HABIBLING it!

Thank you — and be sure to pick your favorite quote.

PITCH

Luxury. Culture. Pop. Drama. Lit.

HABIBLING DUBAI is more than a scented candle brand — it's a luxury lifestyle product born at the crossroads of reality TV and regional identity.

We are the official candle collection inspired by the iconic Netflix reality series Dubai Bling. Our concept is simple yet unforgettable: take the show's most viral quotes and unforgettable cast moments, and turn them into premium, quote-driven scented candles. Each candle is named after a signature line from the series — “Farha Marha,” “Buy Me a Birkin,” “Google Me” — and crafted to reflect the energy, attitude, and story behind it.

This isn't just a merch drop — it's an experience. We combine high-end fragrance blends, matte black jars, gold detailing, and collector-worthy packaging with culturally rooted storytelling. Our branding draws from Arabic calligraphy, Middle Eastern warmth, and global luxury codes — all delivered in a product that's both giftable and personal.

We're targeting a style-conscious, Gen Z and Millennial audience — social-media-savvy fans who want their home décor to reflect their personality and pop culture interests. HABIBLING DUBAI candles are designed to be Instagrammable, collectible, and statement-making.

The brand is launching through exclusive pop-ups, influencer gifting, and digital campaigns with the goal of expanding into retail and hospitality spaces in the UAE and globally.

HABIBLING DUBAI is scent, but with sass. Homeware, but make it main character. It's a brand that doesn't just light rooms — it lights identities.

We're not just selling candles. We're selling a lifestyle that smells like drama and looks like bling.

MEDIA LIST



Emirates Women



Harper's Bazaar Arabia



Savoir flair



GQ Middle East



Cosmopolitan Middle East



The National -
Arts & Lifestyle



Netflix Mena



PopSugar



Arab News Lifestyle



karen Wazen



Huda Kattan



Maya Ahmad



- Taim Al Falasi



Noha Nabil

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