



HABIBLING داپي

Light it, Love it, Habíbling it

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ABOUT US

HABIBLING DUBAI is the exclusive scented candle line inspired by the bold and glamorous universe of Dubai Bling. Designed for both fans and luxury aficionados, HABIBLING transcends mere candle branding it embodies a lifestyle steeped in drama, decadence, and the unapologetic flair of Dubai

Merging the richness of Middle Eastern culture with the allure of Western pop culture, each candle encapsulates the essence of the show's most memorable moments and characters. With names inspired by quotes and limited-edition designs featuring the cast, HABIBLING delivers scent experiences that are daring, unforgettable, and undeniably binge-worthy.

What sets HABIBLING DUBAI apart is its blend of cultural identity with entertainment-driven luxury. We're not just producing merchandise; we're fostering emotional connections. Featuring a sophisticated color palette of matte black, gold, champagne, and amber, and a tone that balances sass and sophistication, HABIBLING DUBAI encourages consumers to indulge in candles that feel like unique characters in their own narratives. Whether as gifts, collectibles, or to create an inviting atmosphere, each product reflects the essence of modern Arab glamour with a universal appeal.



OUR STORY

Born from the global excitement and cultural influence of *Dubai Bling*, HABIBLING was envisioned as a collector-worthy fragrance line that resonates with fans of the show, luxury enthusiasts, and those who appreciate a touch of glamour. With Dubai as our inspiration and bling in our essence, we transformed iconic quotes from the series into fragrant stories each candle serves as a tribute to a moment, a feeling, or a memorable quote from a main character. Whether it's "Buy Me a Birkin" or "Farha Marha," our collection captures the show's signature blend of opulence, vibrancy, and sophistication.

The concept originated from a simple realization reality TV not only entertains but also influences. From the language fans adopt to the products they purchase, reality shows wield the power to shape consumer behavior. I identified a gap in the market for luxury pop culture merchandise that felt both refined and culturally relevant. HABIBLING addresses this need by providing a brand that is dramatic, desirable, and intricately tied to personal identity. Our narrative is one of transforming screens into scents and moments into lasting memories.



OUR VISION

We aspire to be a global emblem of luxury inspired by pop culture, leading a new age of reality TV merchandise that fuses fragrance, fandom, and fashion. HABIBLING DUBAI imagines a world where candles convey powerful messages one iconic quote at a time.

OUR PROMISE

We aim to capture the essence, glamour, and flair of Dubai Bling with our exclusive, bold scented candles. At HABIBLING DUBAI, we promise candles that not only illuminate spaces but also brighten individual personalities.

OUR MISSION

Our mission is to create collectible scents inspired by memorable moments from Dubai Bling, celebrating Arab identity and glamour through exquisite design and storytelling. We focus on producing emotionally resonant and giftable products with high-quality materials.

OUR VALUES

CULTURAL PRIDE

Celebrating and honoring Middle Eastern identity, language, and heritage through a lens of modern luxury.

BOLD EXPRESSION

Fostering fearless self-expression, drama, and flair in both design and scent.

POP CULTURE INFLUENCE

Merging luxury with entertainment, transforming iconic reality TV moments into tangible, sensory art.

QUALITY FIRST

Focusing on exceptional craftsmanship, fragrance integrity, and attention to detail in every candle.

EMOTIONAL CONNECTION

Creating scents and narratives that resonate with fans, evoke nostalgia, and ignite conversations.

TARGET AUDIENCE

HABIBLING DUBAI is crafted for a new generation of luxury lovers culturally aware, pop culture-obsessed, and unapologetically bold. Our candles speak to:

Fans of Dubai Bling – Loyal viewers and superfans who want to own a piece of the glam.

Millennial & Gen Z trendsetters Social mediasavvy consumers aged 18–40 who love collectibles, candles, and cultural moments.

Luxury lifestyle enthusiasts – Those who admire and invest in aesthetic, branded homeware with designer energy.

Gift givers & collectors – Shoppers seeking bold, beautifully packaged, quote-driven luxury gifts.

Middle Eastern youth and diaspora relate to Arab-language, identity, and trendy merchandise.

BRAND PERSONALITY

HABIBLING DUBAI's primary brand personality is daring, clever, and unapologetically luxurious. Drawing inspiration from the vibrant essence of Dubai Bling, the brand showcases main character confidence infused with a touch of drama. It communicates with attitude, adorns itself with sophistication, and thrives on capturing attention. Each candle embodies this unique personality from the memorable quotes to the opulent packaging establishing HABIBLING as the preferred choice for those who aspire to stand out rather than fade into the background.

The secondary personality brings a gentle touch, one that is sophisticated, culturally grounded, and emotionally insightful.

While the tone remains bold, the brand pays tribute to identity, tradition, and the art of storytelling. Elements like Arabic calligraphy, carefully selected scents, and a focus on sensory experiences embody this aspect of HABIBLING, ensuring that beneath the allure, there is depth, soul, and a celebration of cultural pride.

OUR TONE OF VOICE

Our brand voice embodies the HABIBLING persona: sassy, self-aware, and authentically glamorous. Every message we share whether on packaging or captions oozes personality.

SASSY & BOLD :
“Smell Like Drama”
“Lit By Legends”

CONFIDENT, NOT
ARROGENT :
We are luxurious, yet
far from dull

CONVERSATIONAL &
RELATABLE :
We chat like a close friend
who just watched the latest
reunion episode

CULTURALLY FLUENT :
We embrace arab
expressions while
blending them with
memorable english
phrases.

Each word we craft aims to evoke laughter, resonate with our audience, or inspire an immediate urge to light that candle.

COLOR PALETTE

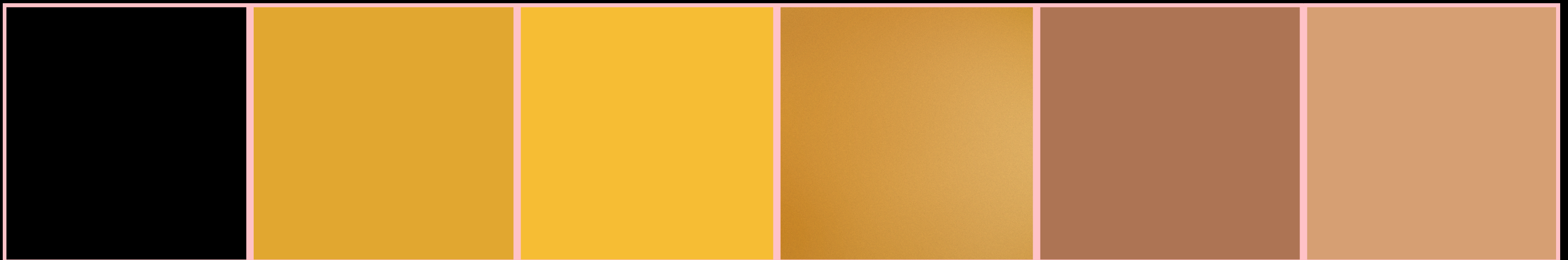
HABIBLING DUBAI's visual identity is grounded in a rich, luxe-inspired color palette that reflects the elegance, heat, and high drama of Dubai Bling. These tones come together to form a visual signature that's bold, polished, and unmistakably glam.

MATTE BLACK : Sophisticated, sleek, and timeless a core symbol of exclusivity and elegance.

GOLD / YELLOW GOLD : Classic, radiant gold that echoes the show's luxury aesthetic and opulence.

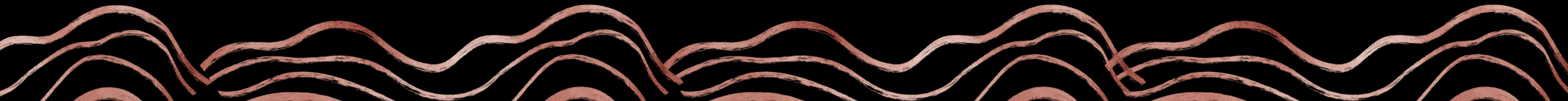
DEEP AMBER: A warm, sensual tone that represents candlelight, passion, and depth.

CHAMPAGNE GOLD / ROSE GOLD : Soft, subtle, and refined, offering balance to the bolder tones while maintaining a high end glow.



This palette is applied across all visual touchpoints including packaging, branding, digital assets, and merchandising displays.

The colour story captures both the essence of high gloss drama and the warm ambience of a perfectly lit candle scent.



OUR LOGO



The incorporation of gold directly reflects the opulence and extravagance associated with Dubai Bling, symbolizing wealth, elegance, and luxury. Additionally, the subtle flame motif above the letter 'I' in HABIBLING represents light, warmth, and the sensory experience of candles.

The brand name is showcased in lustrous gold, accompanied by the graceful Arabic calligraphy of 'Dubai,' highlighting both cultural pride and regional authenticity.

Accents of champagne gold are included to soften the boldness of the color palette while preserving a premium touch. This gentle hue harmonizes with the richness of the deeper gold, ensuring balance across all brand visuals.

Overall, the logo beautifully merges pop culture with cultural heritage, making it instantly recognizable and emotionally impactful for a contemporary luxury audience.



OUR TAGLINE

Light it, Love it, Habíbling it

This tagline captures the essence of playful luxury and reality-TV-style drama that the brand represents. It serves as a call to action, a memorable catchphrase, and an overall vibe simultaneously. It encourages users to perceive the candle not merely as a product, but as a daring lifestyle choice. Each word is rich with meaning:

"Light it" highlights the sensory pleasure of the candle while symbolizing the beginning of something fresh. "Love it" brings forth emotional connections celebrating the joy of scent, indulgence, and personal identity. "HABIBLING it" turns the brand name into an action embodying a life lived fabulously, unapologetically, and with style. The tagline appears on packaging, digital promotions, and pop-up events, reinforcing the brand's voice: bold, glamorous, and delightfully fun.

RULES FOR LOGO USAGE

CORRECT LOGO USAGE



Original logo



Any background matching
brand colors



Any font color matching
brand colors

INCORRECT LOGO USAGE



DO NOT change the logo
font



DO NOT place the arabic
calligraphy in the wrong area



DO NOT place the accent
above the logo



DO NOT place the flame
symbol on the wrong letter



DO NOT use colors that are not
color palette appropriate

OUR TYPOGRAPHY

HABIBLING DUBAI's typography is carefully curated to reflect our identity as a modern, luxurious, and culturally expressive brand. Each font plays a specific role in maintaining visual hierarchy, elegance, and brand consistency across all formats.

Logo & Tagline Typeface: Quintessential

This slightly cursive serif font adds charm, grace, and timeless luxury to our core visual identity. It evokes femininity and softness while still standing strong in bold design contexts.

Headings Typeface: Celandine

A stylized serif that brings a touch of heritage and sophistication. Its flourish and contrast create impact and help key titles feel both expressive and editorial.

Body Text Typeface: Forum
Classic, legible, and clean. Forum is our go-to for product descriptions, packaging content, and promotional material. It maintains brand consistency while ensuring clarity.

Together, this typographic trio offers harmony, contrast, and class delivering visual balance across everything from packaging to print, social media to signage.

TYPOGRAPHY GUIDELINES

QUINTESSENTIAL

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

MUST ONLY BE USED IN LOGO

MUST ONLY BE IN CAPITALS

*TAGLINE MUST NOT BE IN
CAPITALS*

CELANDINE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

MUST ONLY BE USED IN

HEADINGS

MUST ONLY BE IN CAPITALS

FORUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

MUST ONLY BE USED IN

SUBHEADINGS AND CONTENT

SUBHEADINGS MUST ONLY BE IN
CAPITALS

CONTENT MUST NOT BE IN CAPITALS

TYPOGRAPHY DO'S AND DONT'S

To protect the consistency, elegance, and high-end feel of the HABIBLING DUBAI brand, it's important to follow specific typographic principles across all applications.

✓ Do's:

- Use only approved fonts - Quintessential, Celandine, and Forum.
- Maintain typographic hierarchy - titles, headings, and body should be visually distinct.
- Pair fonts appropriately - use Celandine for bold headlines and Forum for legibility.
- Use adequate line spacing - ensure readability and visual breathing room.
- Align text consistently - left-aligned for clarity across print and digital.

✗ Don'ts:

- Don't replace brand fonts with unofficial substitutes.
- Avoid inconsistent sizing - don't mix large and small fonts without hierarchy.
- Don't over stylize - no shadow, bevel, or unnecessary effects.
- Don't use all caps with script - style fonts like Quintessential.
- Don't using clashing colors - always maintain gold or ivory on black for impact.

These do's and don'ts ensure a coherent, luxury brand presence that feels polished and editorial across all brand materials.

PRODUCTS WE OFFER



Long Form
Single



Standard
Single



Mini Single



Long Form trio set



Standard Trio Set



Mini Trio Set



Special Set

PHOTOGRAPHY AND ADVERTISING GUIDELINES

To effectively convey the HABIBLING DUBAI identity, our photography and advertising strategy should embody luxury, drama, and a striking personality.



- Mood & Lighting: Emphasize soft, warm-toned lighting with a candlelight-inspired glow. Subtle shadows are essential to create depth and ambiance.
- Backgrounds: Utilize black, deep amber, or champagne gold backdrops for product images. Textures such as velvet, marble, or satin will elevate the luxurious feel.
- Props & Styling: Include gold, rose gold, accents, mirrored trays, crystal glassware, or elements of Arabic calligraphy. Candles should take center stage in the composition.
- Angles: Prioritise close-up shots that showcase the wax texture, packaging details, and flame. Present the product in real-life settings like vanity tables, coffee tables, or event displays.



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