

Villa Erbatium Showcases the K-F&B Perfume Collection to the Middle Eastern Market at Beautyworld Middle East 2025

Dubai, UAE – 2025 Oct – Villa Erbatium, the Seoul-based luxury niche perfume house operated by Science Artworks Inc., will participate in Beautyworld Middle East 2025, presenting its new K-F&B Perfume Collection to the Middle Eastern market. This follows the collection's initial introduction at the New York pop-up on September 27, 2025.

Guided by its philosophy, "Perfume, on the border between Science & Art," Villa Erbatium curates emotions through fragrance. The K-F&B Collection translates beloved elements of Korean food & beverage culture into artistic perfumes designed for global audiences.

1. K-F&B Collection

- RICE MAKGEOLLI : Creamy rice accords with a gentle, effervescent nuance inspired by Korea's traditional rice wine.
- DALGONA (Sweet from Squid Game) A nostalgic yet playful take on Korea's iconic sugar candy, globally recognized through Squid Game. With caramelized sweetness and cultural symbolism, Dalgona embodies both childhood innocence and modern global pop culture.
- GREEN GRAPE BEER : Crisp, sparkling fruit-beer freshness that captures the evening refreshment Koreans enjoy with friends, blending fruity vibrance with effervescent brightness.

2. Expanding Global Presence

With retail and distribution partners in the United States, UAE, Saudi Arabia, Russia, Germany, and beyond, Villa Erbatium continues to expand globally. Its participation in Beautyworld Middle East 2025 marks another milestone in the brand's mission to share the emotions of Korean culture through the universal language of scent.

3. About Villa Erbatium

Founded in Seoul, Villa Erbatium merges artistry and science to create what it calls "Emotional Perfume." The house is known for its creative collaborations, including:

- Limited-edition fragrance for the musical Dracula,
- Official fragrance of the City of Seoul, "Scent of Seoul," and
- Limited edition with K-Pop idol group AB6IX.

Beyond collaborations, Villa Erbatium has gained recognition in Korea as a perfume brand that many celebrities purchase with their own money, not through sponsorships—a rare mark of genuine appreciation and cultural influence.

4. Exhibition Details:

- Event: Beautyworld Middle East 2025
- Venue: Dubai World Trade Centre
- Hall: 1
- Booth: 1A22D

5. Press Contact

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