

BYREDO

One Another: Byredo Holiday with Laila Gohar

Creating and celebrating traditions that bond us as human beings, one to another.

"Growing up amidst different cultures, I realised from an early age there is no single way to celebrate holiday. Everyone has their own take on what it means, some traditional, others entirely made up. That was where Laila and I found common ground. Eschewing the hallmark ideas around 'how to celebrate' holiday and instead zooming in on the human connection. That's really what it's all about, spending time and being present with those that matter the most to you." Ben Gorham, Founder & Creative Director, Byredo.

For this holiday season, Byredo explores conviviality and human connection with a one-stop gifting destination seen through the lens of Artist, Laila Gohar. Mixing traditions old and new, reimagining celebrations and inventing occasions - our playful offering of gift sets and curiosities are destined for any holiday table.

"I grew up in Egypt and our community was pretty eclectic with people of different religions and ethnicities. Instead of traditional holidays, my family had a custom of celebrating something seemingly mundane and turning it into an occasion. I carry on with these 'made up holidays' until today." Laila Gohar, Artist.

Working closely with Ben, the holiday motif was born as a shared visual manifestation of One Another. Mozzarella carefully braided and adorned with silk ribbon, the humble potato dressed delicately with a rose tattoo, beans nestled side-by-side, touching as a symbol of togetherness.

"I wanted to make a pattern that reflected the world I inhabit in my day-to-day work, where food is central. I am always drawn to the ordinary - a bean, a potato - for me these are the most beautiful forms and I like to treat them with the same attention as very fancy objects." Laila Gohar, Artist.

Holiday Trinkets

Treats abound in our edit of covetable trinkets curated by Laila, which centre around the generous spirit of the Host and the holiday table. Ceramic candle holders and saltshakers, realised in the form of potatoes, provide a playful twist to festivities alongside hand-dipped candles in unexpected hues. Tablecloths and napkins adorned with the One Another motif become must-haves to set the scene, whilst collector's tins of Cairo Earl Grey tea become the perfect post-celebration gifts for guests.

Gift Boxes

Gift sets covered in our fantastical foodscape open to reveal Byredo's bestsellers. Bundled and boxed, edits of our signature fragrance, candles, makeup and body care products take the hassle out of holiday gifting.

Introduce a special someone to Byredo Makeup, with our Icons selection featuring Lipstick, Mascara, Colour Stick and Eyeshadow 5 Colours.

Our Travel Leather Case is reimagined in limited-edition beige, alongside three x 12ml vials of Byredo bestsellers, it's the gift to give for the person always on the go.

For those all about lips, choose from suites of tantalising shades across Lipstick, Lip Balm or the latest release, Liquid Lipstick Vinyl.

Our signature 240g candles, the ultimate indulgent gift, are packaged in a set of six alongside a deluxe wick trimmer and giant Holiday matches.

Foodzine

To bring One Another to life in print, Ben and Laila have called upon friends, family, collaborators and creatives to shine a light on the diverse recipes for holiday festivities. Inspired by fanzine culture, the large format publication features a scrapbook of hosting tips, food and drink recipes, memories and images shared from chefs, photographers, artists, sound designers and even Ben and Laila's mothers. The foodzine will be available exclusively in Byredo Flagships.

Gift Generator

For those still truly at a loss for what to buy, the Byredo gift generator has been reimagined to take the guesswork away. An interactive questionnaire – inspired by the personality tests of magazines gone by – brings a bit of light relief to choose a perfect present for whomsoever will be lucky enough to receive.

La Grande Sélection

The gift of choice: whether for yourself or a loved one, La Grande Sélection discovery set is the ultimate way to find a new Byredo signature - and then get a bottle of it.

Containing 24x2ml individual vials of our iconic scents – from Bal d'Afrique to Blanche, Mixed Emotions to Mojave Ghost – the box also includes a physical gift card with a unique voucher code to be fully redeemed against any 50ml fragrance purchase.

Trois Encens

An ancient tradition becomes a new sensory experience in Byredo home fragrance. Three iconic scents – Bibliothèque, Tree House, and Burning Rose – are reborn as incense sticks, releasing a captivating light smoke ideal for moments of reflection and calm.

Handmade in Tokyo according to techniques dating back to 400 years, the 60 fragranced sticks (20 of each scent) are larger than traditional Japanese incense, for a slower burn time of 30-40 minutes.