

Press Release, May 28 2026

Coverpla accompanies the launch of PARDES, an ICONOFLY creation

For the launch of PARDES, its new olfactory creation born from years of research into the “Song of Songs,” ICONOFLY was supported by Coverpla for the development of a second, limited-edition version.

Sensitive to the brand’s “sacred” approach, Coverpla assisted with the launch of a project in which fragrance is approached like a work of research and a vehicle for emotion. For this exclusive edition, the choice of each component (bottle, cover and pump) lends meaning to the quest for balance and transmission.

Mindful packaging choices for a rare edition

Coverpla suggested its mini refillable bottle Tess (15ml) combined with the Passion cap made from sustainable black-stained ash from ethical sources that is cohesive with the fragrance itself. The cap’s shade matches screen printing performed near Paris by Les Décors de la Seine. The Precious pump was then chosen for its fine nebulization.

Shared values

As soon as the launch was announced, this second edition of PARDES received an enthusiastic welcome, confirming the momentum aroused by the first edition, now sold out. In this context, Coverpla accompanied its rollout with the responsiveness and attention demanded by a niche project with a strong identity.

“We were seeking a partner capable not only of helping elaborate a limited edition, but also of understanding the narrative and emotional dimension of the project. Coverpla suggested the perfect combination with rigor, flexibility and elegance,” highlights ICONOFLY founder Olivia Bransbourg.

A meeting point between craftsmanship and narrative

Based in Paris and New York, ICONOFLY has been developing projects bridging art, olfaction and cultural history for nearly 20 years. With PARDES, headed by Olivia Bransbourg alongside the perfumer and fragrance historian Alexandre Helwani, the house pursues a multidisciplinary approach. Inspired by a formula found in the “Song of Songs,” revealed thanks to research undertaken notably with the Ecole Biblique et Archéologique Française de Jérusalem and the theologian Marc-Alain Ouaknin, PARDES marries pomegranate, mandragora, fig, henna, myrrh, nard and oud in a rare composition produced in small quantities and blended by hand in Paris.

Discover the story here: <https://www.iconofly.com/fr/products/pardes>