



DURŌ

NICHE PERFUMERY

DURŌ, where the art
of niche perfumery
meets ultimate
luxury.

BELGRADE • PODGORICA • PORTO MONTENEGRO • KOPAONIK



★★★★★

Message From Our Creative Director

Miloš Rajović, Founder & Creative Director

Picture this: your true calling blazes and pulsates within you! Your eyes widen, your senses sharpen, and your blood rushes - that's when you are truly alive.

With every droplet of perfume that dances in the air, you come to realize that there is far beyond the ordinary. Memories surge, thoughts entwine, yet you remain focused. It's like daydreaming. You touch your face, your fingertips gliding the contours of your nostrils. Yes, you've become acutely conscious! Of your sense. The sense of smell!

When you open the doors of our luxury perfumery in Podgorica, you'll be surprised by an unexpected sight - a colossal nose sculpture!? Yes, larger than life!

Now, close your eyes. Inhale. Open your eyes, and that's the moment you'll find yourself in a world transformed.

We celebrate 'The Nose' because it conveys experiences that other senses cannot. It's that feeling when you're in a pine forest. Alone, yet intimately connected. You breathe in that freshness and become part of nature.

It's the scent of the sea, moist skin, the scent of a newborn baby - the aroma of your life.

We strive tirelessly in a sole mission: establishing the 'DURŌ' brand as a synonym for luxury and a top-choice in the world of niche perfumeries.

Miloš Rajović



DURŌ BELGRADE, "Galerija Belgrade" Mall



Our Vision

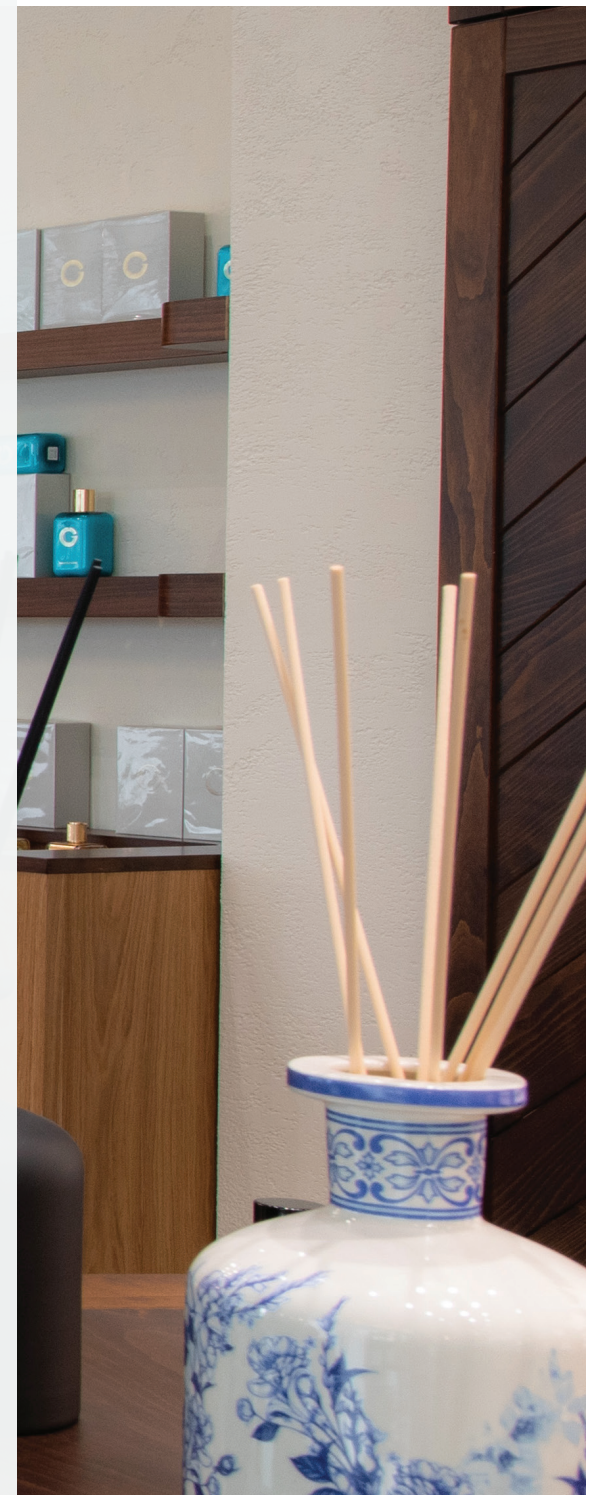
WHERE REALITY MEETS FANTASY

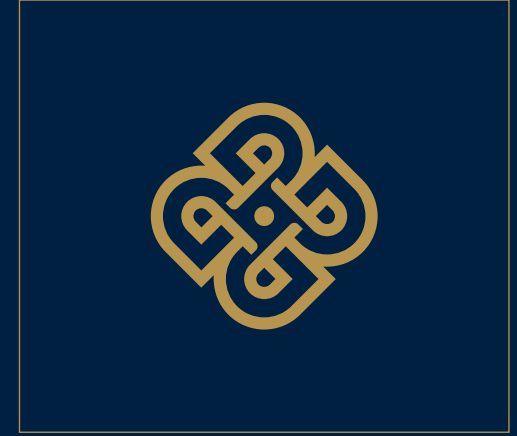
DURŌ is fervor. An apologetic inner outcry. DURŌ is emotion, that initial, pure, unforgettable one. It's a place where boundaries blur between reality and fantasy. Daydreaming.

DURŌ is a sensation. It embraces you, never to release its grip. It's the intensity of an experience intended for the select few. Our shelves are filled with wonders; every scent, every bottle, every droplet whispers its own story, imagining adventure, enshrouding its enigma.

Welcome to our enchanting and sophisticated world. It's a place where reality and imagination kiss. Let us share our story with you. It will be an encounter that changes your life. Forever.

Discover the most luxurious niche perfumeries in the world.







Curating a Bespoke Perfume Journey

THE DURŌ CONCEPT

At DURŌ, we believe that perfume is more than just a scent; it's an art form with the power to weave stories more vividly than words. It's a way to explore the world with closed eyes, one droplet at a time.

The DURŌ concept was born from this need - to introduce this enchanting art to a wider audience. It's an odyssey that takes individuals on a sensory journey, evoking emotions, and memories. That is why we have dedicated ourselves to curating a selection of the most sought-after artisan perfume houses in the world, some of which we exclusively represent in our markets and the region.

In the spectacular ambiance of our perfumeries in Belgrade, Podgorica, Porto Montenegro, as well as in a pop-up perfumery in the luxury ski resort in Kopaonik, we create a unique experience for all perfume enthusiasts.

Every brand has its unique story, and our commitment is to share these tales with fragrance aficionados. We constantly venture into uncharted territories, seeking out new niche perfume houses that reflect our values of exclusivity and luxury.

That's why we've curated a perfume journey that surpasses the traditional shopping experience.

THE DURŌ APPROACH



Niche Perfumes

Meticulous selection of exceptional niche fragrances reflects our uncompromising passion for exquisite things, craftsmanship, and creativity.

We handpick luxury brands from around the world with unique stories and distinctive scents.



Bespoke Approach

Our experienced team understands our clientele's style, personality, and preferences, offering a personalized and educational experience to discover their signature perfume.

With a bespoke approach, we tailor the perfume journey to their preferences.



Immersive Luxury

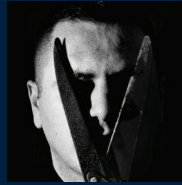
Our perfumeries exudes exclusivity, sophistication, and a unique flair. From ambiance to attentive service, every detail elevates the experience.

DURŌ transcends traditional shopping, creating an immersive and luxurious atmosphere that indulges senses.



DURŌ PORTO MONTENEGRO

The odyssey began. Into the unknown. A personal quest for excellence. But the trail was clear in the fragrant air. A journey of a lifetime.



June 21: Atelier Cologne Rajović (now DURO Podgorica) opened its doors as the first art and niche perfumery in Montenegro.



April 10: Grand Opening of our luxurious haven in the heart of Belgrade, nestled in the prestigious "Galerija Belgrade" Mall.



August 10: After an entire decade navigating the scented seas, we dropped anchor in the luxury marina of Porto Montenegro.



2013

2021

2023

2023

Milestones

AN ENTIRE DECADE NAVIGATING THE SCENTED SEAS





A luxurious haven in heart of Belgrade

A true masterpiece. It is one of the world's largest and most luxurious perfumeries. Combining art nouveau and belle époque aesthetics, it blends the past with the present. Here, prestigious perfume houses find an exclusive home. Every detail is meticulously reimaged in a contemporary setting.

160 sqm.



A sanctuary of luxury & art in Podgorica

DURŌ Podgorica is the first niche perfumery in Montenegro. The interior is nothing short of awe-inspiring, and the concept is like a symphony, a vivid synesthesia of different art forms, with its walls and ceiling adorned with avant-garde as well as contemporary works of eminent artists.

80 sqm.



Architectural brilliance in Porto Montenegro

One of the most luxurious niche perfumeries in the world. It transcends convention with its dream-like timeless interior. Situated among top-tier luxury brands, it offers an exceptional five-star perfumery experience. A place where sea meets sophistication and unique creative vision of luxury.

80 sqm.



Kopaonik

A top-class ski destination in central Serbia, is also home of the DURŌ concept, as we showcase our prime collection of fragrances in pop-up perfumery at the luxury ski resort.

Our Luxury Perfumeries

A FRAGRANCE WONDERLANDS



Our Brands



Shelves full of Wonders

We represent 35 of the most prominent perfume houses and offer a one-of-a-kind immersive experience in our luxurious boutiques for all perfume connoisseurs.

Whether it is a small niche brand that has just embarked on its olfactory journey or a world-renowned perfume powerhouse, we handpick our partners based on their quality, creativity, and dedication.

After all, in this universe, wonders are stored in small flacon and best perfumes are yet to be created.

Serbia

INITIO
PARFUMS PRIVÉS

EIGHT
&
BOB

MARC-ANTOINE
BARROIS
PARIS

JEROBOAM

INDULT
PARIS

ČALAJ


CLIVE CHRISTIAN

CARNER
BARCELONA

JOVOY
— PARFUMS RARES —

MORPH

PARFUMS RARES
MDCI
PARIS

PARADIS
DES SENS

Maison Crivelli

P R O
F V M V M
R O M A

puredistance
master perfumes

THAMEEN
LONDON

THEODOROS KALOTINIS
PERFUMER


— WESKER —

NASOMATTO

PARFUMS
de MARLY

 FRAGRANCE
DU BOIS

ELECTIMUSS
LONDON

ANIMA MUNDI
SECRETS OF ANCIENT TIMES

ONRICO
TIMELESS EMOTIONS

FUEGUIA
1833
PATAGONIA

ORTO PARISI

LIQUIDES
IMAGINAIRES

HISTOIRES de PARFUMS


AFFINESSENCE
PARIS


ACQUE
ITALIA



Your Brand?

ORMONDE JAYNE
LONDON

DUSITA
PARIS


PORTUS
CALE

DR.VRANJES
— FIRENZE —

Your Brand?

Montenegro



Our Core Values

AND COMMITMENT TO EXCELLENCE



People First

Our customers, team members, and partners are at the heart of everything we do. We prioritize their well-being and satisfaction in every interaction.

Passion-Driven

Our dedicated team is fueled by a shared passion for this beautiful craft. This enthusiasm is contagious, making each visit to DURÖ an extraordinary experience.

Cultural Appreciation

We explore the world through scent, respecting and embracing diversities and cultural richness that each fragrance represents. This appreciation is reflected in our selection of brands.

Learning & Growth

We encourage continuous learning and personal growth for our team, supporting them in achieving their full potential. As the perfume industry evolves, our commitment to excellence remains unwavering.

Inclusivity

We celebrate diversity and cherish the uniqueness of every individual. We do not discriminate based on sex, gender, race. In our fragrant universe, everyone is welcome.

Customer-Centric

We are committed to delivering exceptional service. Our aim is to not only meet but exceed our customers' expectations, creating lasting relationships.

Authenticity

We believe in being true to ourselves and our partners. Authenticity is the essence of our approach. We value the realness of human connections and the genuine emotions that fragrances evoke.

Sustainable Future

We care for the environment and future generations. We make sustainable choices in our business operations and product offerings, contributing to a greener world and overall awareness.



Key Numbers

Currently situated in two markets across the SEE region, with a population of close to 16,000,000 inhabitants, and several vibrant cities boasting populations over 500,000, DURŌ is in an optimal position for expansion and growth.

3000+
LOYAL CLIENTELE

340
SQM. OF SPACE

640
PERFUMES

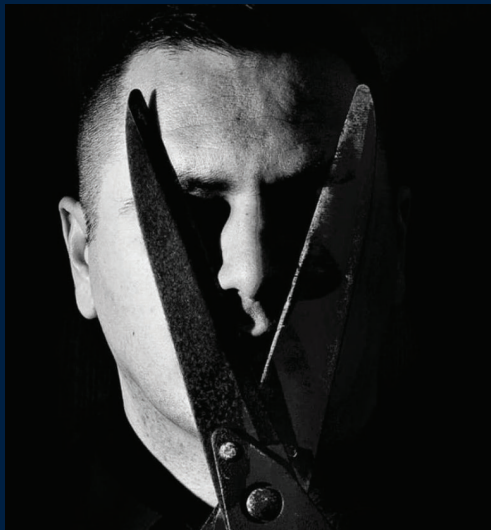
35
BRANDS

11
EMPLOYEES

4
PERFUMERIES

Our Visionary Leadership

A small, yet experienced team of luxury industry experts and perfume aficionados, united by a shared passion - to curate the finest and most exotic fragrances and perfume houses, all while creating unforgettable opulent journeys in the world of *haute* perfumery.



Miloš Rajović

OWNER & CREATIVE DIRECTOR



Anastasija Kostić

OWNER



Lav Šćelović-Pokupec

MANAGING DIRECTOR



Our Luxurious Perfumeries

DURŌ niche perfumeries embody the essence of sophistication and refinement. With meticulous design, each of the prestigious brands we exclusively represent enjoys its own dedicated space and presentation. This provides our clientele with a distinctive and luxurious perfume experience, a world of pure opulence and exclusivity, adorned with first-class customer service.





FOR MORE PHOTOS AND INFORMATION, PLEASE VISIT WWW.DURO.COLOGNE.

#NotYourAveragePerfumery

DURŌ perfumeries are among the most luxurious niche perfumeries globally. We proudly represent 35 of the most sought-after artisan perfume houses, offering a one-of-a-kind immersive experience in luxurious settings for all perfume connoisseurs. Our world is where everything becomes possible, a treasure trove of beauty and sophistication.

DURŌ - where the art of niche perfumery meets ultimate luxury.



duro.cologne