

MUA

NEUTRAL & ELEGANT PREGANAT BRAND



ABOUT

MUA 無我

MUA 無我 is a meditative fragrance house inspired by the spirit of Sagunja.

Rather than covering the self, our scents dissolve into the skin — revealing a quieter, truer presence.

We believe fragrance is not decoration, but a return.

A return to stillness, breath, and essence.



COLLECTION

THE SAGUNJA COLLECTION

Inspired by the Four Gentlemen,
each fragrance reflects a season and a
virtue.





TARGET GROUP

For those who move quietly
yet leave a lasting presence.
For individuals who choose
subtlety over intensity,
essence over excess.
MUA is for those
whose atmosphere speaks before words.

OUR PRODUCTS

OUR PRODUCTS

We carry the scent of Korea.
MUA translates the stillness of Korean
nature
into a refined, modern fragrance.
From plum blossom to bamboo,
each scent embodies a season,
a virtue, and a quiet strength.



CONTACT US

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