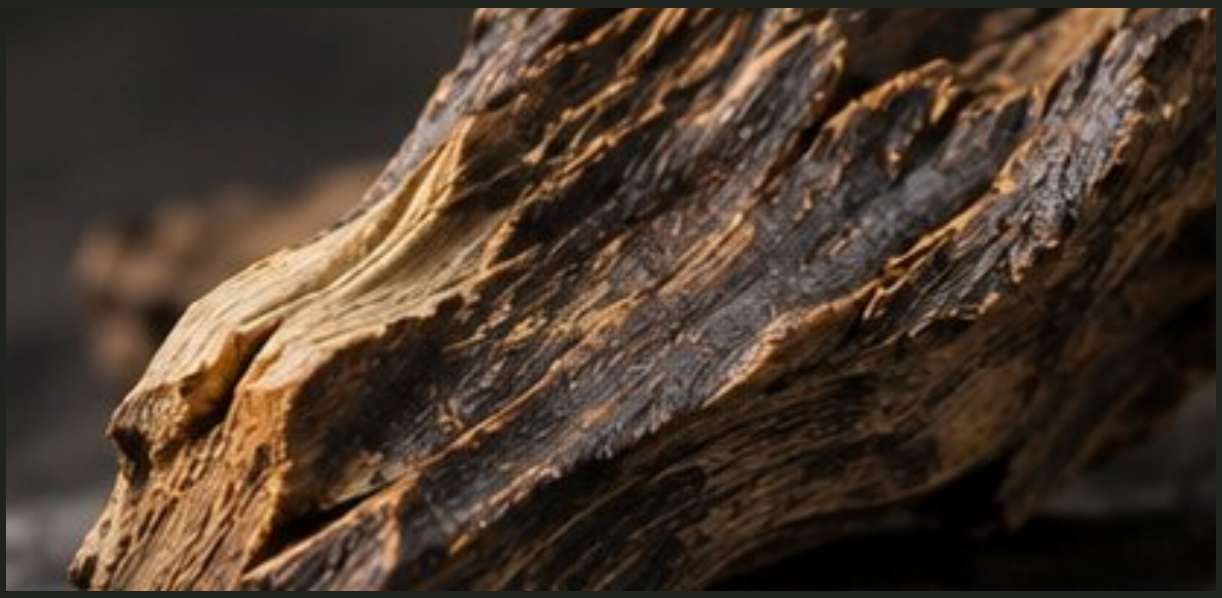
观星纪

品牌产品手册
Brand Product Handbook



原料 · 工艺 · 产品 · 体验

INTERNATIONAL PRESENTATION · 2026 · V4.0

THE AGARWOOD EDITION

目录

Contents.

从一块香木，到一种生活。
From a piece of agarwood to a way of living.

01　品牌哲学 03–05
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Material & selection

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PHILOSOPHY

以香为境。

A world within.

观星纪以沉香为起点，探索香材、制香技艺与当代器物。东方香事的克制与留白，在日常生活中有了新的表达。

ASTRAL NOTES begins with agarwood, exploring fragrant materials, incense-making and contemporary objects. The restraint and spaciousness of Eastern ritual find a new expression in everyday life.



概念视觉 · CONCEPT VISUAL / NOT VERIFIED PRODUCT PHOTOGRAPHY

PHILOSOPHY

时间有香气。

Time has a scent.

时间不是尺度，而是材料。结香、陈化、成型，各有其节律。一炷香，为日常留出一段不被打扰的时间。

Time is not a measure. It is a material. Resin formation, maturation and shaping each follow their own rhythm. A single stick of incense makes room for an unhurried moment.

材料
Material

尊重香材的自然节律。

Honour the rhythm of materials.

工艺
Craft

关注每一阶段的质量与过程记录。

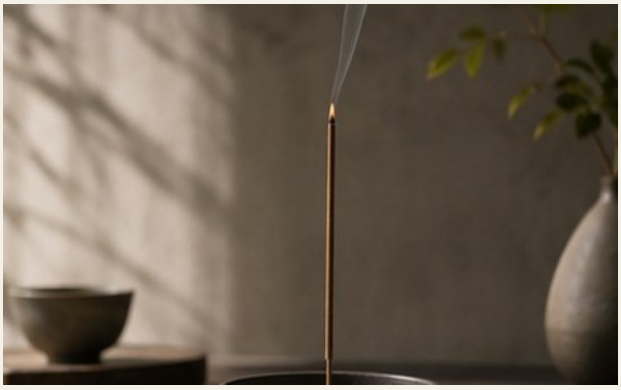
Attend to quality and document each stage.

体验
Experience

珍视属于自己的时间。

Make time for oneself.





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VISUAL ESSAY

时间的气息

The Scent Of Time





A quiet study of incense and wood.
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MATERIAL

认识沉香

A material shaped by time.

沉香是特定树木在损伤或其他刺激下，局部积累含香树脂形成的香材。树龄、颜色及体积不能单独决定品质。

Agarwood is resin-bearing wood formed in certain trees in response to injury or other stimuli. Age, colour and size alone do not establish quality.



概念视觉 · CONCEPT VISUAL / NOT VERIFIED PRODUCT PHOTOGRAPHY

天然结香

Natural formation

自然损伤、虫蛀等条件可诱发结香。

Natural injury or insect activity can induce resin formation.

人工诱导结香

Induced formation

人工刺激形成的香材仍需评估实际品质及合法来源。

Induced materials still require assessment of quality and lawful provenance.

PROVENANCE

从来源开始

It begins with provenance.

关注树种、结香状态、香韵与制香适配；选择原料不以地域名号代替质量证明。

Material studies consider species, resin characteristics, aroma and suitability for incense. Regional names are not substitutes for evidence of quality.

寻材方向
Sourcing research

海南、广东（含广州选材渠道）、广西等为前期寻材参考；不代表已验证供应商或产地。

Hainan, Guangdong (including Guangzhou sourcing channels), Guangxi and beyond are research references, not verified suppliers or origins.

来源记录
Documentation

逐批保留树种、来源、采购凭证及适用合法贸易文件。

Keep species, origin, purchase records and applicable lawful trade documentation for each lot.

地区和渠道不是原材产地证明。
Sourcing locations are not proof of origin.





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SELECTION

六维甄选

Selection before formulation.

由材料本身建立判断，不单靠颜色、沉水或年份。

Evaluate the material itself, not colour, sinking behaviour or age alone.

源
Provenance
核对树种、产地及来源凭证。
Verify species, origin and provenance.

年
Time
区分树龄、结香年限与采后陈放。
Distinguish tree age, resin formation and post-harvest ageing.

结
Formation
观察结香部位、切面及树脂分布。
Examine resin-bearing areas, sections and distribution.

脂
Resin
综合树脂状态与香气。
Consider resin condition and aroma together.

韵
Aroma
观察生闻气息、杂味、香韵与余韵。
Assess unheated aroma, off-notes and aromatic character.

适
Suitability
判断研磨、配伍、成型与试燃适配。
Assess suitability for milling, blending, shaping and trial burning.





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VISUAL ESSAY

材料与甄选

Material Atelier





Agarwood, its texture and its powder.
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CRAFT

让时间参与制香。

Time is part of the craft.

以传统制香经验为研究起点，关注选料、研磨、陈化与成型的关系；不将传统文化等同于品牌认证。

Drawing on traditional incense-making knowledge, we study selection, grinding, maturation and shaping. Cultural tradition does not establish brand accreditation.



概念视觉 · CONCEPT VISUAL / NOT VERIFIED PRODUCT PHOTOGRAPHY

研究方法
Method

记录试样、环境与阶段结果，以实物和批次记录修正工艺。

Record samples, conditions and results; refine processes against evidence.

传承与授权
Heritage & permission

涉及特定技艺、传承人、机构及授牌的正式宣传，须另取得直接认定材料与公开许可。

Claims about named heritage practices, practitioners or institutions require direct evidence and permission.

MATURATION

三重陈化

The patience of time.

以香材、香粉及成品或中间体的陈化研究，理解时间与香韵之间的关系。

Study maturation of wood, powder and intermediate or finished materials to understand the relationship between time and scent.

香材陈化
Material maturation

记录香材初始状态、储存条件与陈放周期。

Record initial material condition, storage conditions and resting period.

香粉陈化
Powder maturation

研究低温、低速研磨、分级过筛与陈放。

Study cool, slow milling, graded sieving and resting.

避光陈放
Protected ageing

控制环境稳定，记录温湿度、通风与批次。

Maintain stable conditions and log temperature, humidity, ventilation and batch.

旧版各阶段6个月以上为研究参考，未经验证不作统一产品承诺。
The earlier six-month-plus intervals are research references, not validated universal specifications.





VISUAL CONCEPT / NOT VERIFIED PRODUCT PHOTOGRAPHY

CRAFT

八道工序

From wood to incense.

工艺流程研究框架。陈化按相应环节另行记录，实际工序以生产验证为准。

A workflow study. Maturation is logged at relevant stages; actual production steps require validation.

01 原材甄选 / 02 研磨过筛
Selection / grinding

核对来源；分级研磨并控制粒度。

Verify provenance; mill and sieve to the required particle grades.

03 香粉配伍 / 04 和香揉泥
Blending / kneading

记录配伍比例、黏结材料及含水状态。

Record proportions, binders and moisture.

05 搓制或挤制 / 06 理香定尺
Rolling or extrusion / cutting

控制成型均匀度与尺寸。

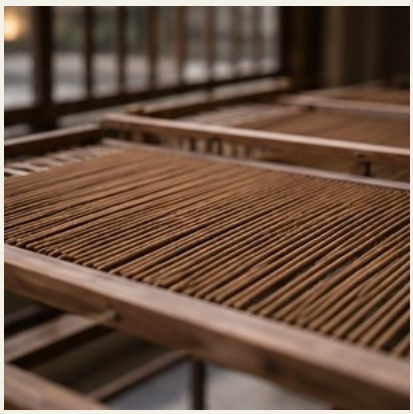
Control uniformity and dimensions.

07 避光阴干 / 08 试燃检验
Shade drying / trial burn

避免暴晒；干燥后进行试燃、外观和成品检查。

Avoid direct sun; inspect burn, appearance and finish after drying.





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VISUAL ESSAY

手与时间

The Hand Of Craft







Kneading, shaping and drying — craft concepts.
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QUALITY

品质，不止香气。

Quality is more than aroma.

以可追溯来源、香韵、成型与燃烧表现建立产品评价框架。

Our quality framework considers traceable origin, aromatic character, finish and burning behaviour.

原料
Traceability

树种、来源、采购凭证、批号和状态。

Species, origin, records, lot and condition.

工艺
Process

研磨、配伍、成型、干燥及陈化记录。

Milling, blending, forming, drying and maturation records.

燃烧
Burn

同条件记录时长、断火、烟感及燃尽后的余香。

Record duration, interruptions, perceived smoke and post-burn scent under comparable conditions.

成品
Finish

检查香体尺寸、净重、裂纹、包装和标识。

Inspect dimensions, net weight, cracks, packaging and labelling.





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BURN & FINISH

香尽，韵未尽。

The incense fades. Its presence remains.

追求本香、轻淡烟感、燃烧均匀及从点燃到余韵的自然香气。

The aim is a natural aromatic character, a delicate smoke profile, an even burn and a graceful finish.



概念视觉 · CONCEPT VISUAL / NOT VERIFIED PRODUCT PHOTOGRAPHY

燃烧时长

Burn duration

以指定规格、香座、点燃方式及环境进行多批次试燃。

Test multiple batches using defined stick dimensions, holder, lighting method and conditions.

留香与烟感

Lingering scent & smoke

记录燃尽后的室内气息，明确空间、通风、温湿度与感官评价方式。轻烟不等于无烟。

Record post-burn room scent with room size, ventilation, ambient conditions and sensory protocol. Light smoke is not smoke-free.

内部待验证体验参考：约60分钟燃烧、燃尽后约4–5小时留香；非正式产品指标，不作保证或比较宣传。
Internal experience references pending validation: around 60 minutes of burn time and 4–5 hours of post-burn scent; not guaranteed or comparative claims.

AROMA

一香一韵

The character of incense.

以感官描述记录香材、燃烧变化和余韵，不用单一指标替代品鉴。

Use sensory descriptors to record materials, changes during burning and the finish.

生闻
Unheated aroma

辨别洁净度、杂味与常温气息。

Assess clarity, off-notes and room-temperature aroma.

香韵
Scent character

记录木韵、甜韵、凉韵、蜜韵及浓淡变化。

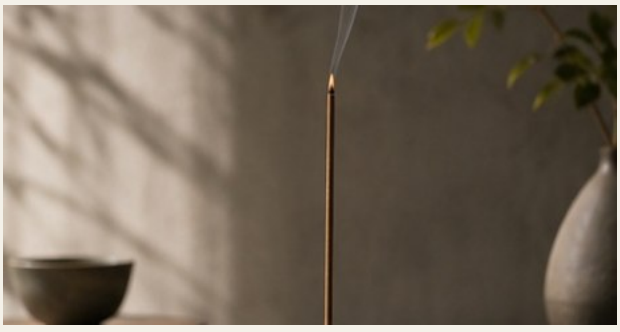
Note woody, sweet, cooling or honeyed nuances and their development.

余韵
Finish

燃尽后观察气息；留香长短不能单独代表质量。

Observe lingering scent; duration alone is not a quality measure.

以上为品鉴用语，不代表每款香均具备全部香韵。
Descriptors vary by material and batch.





VISUAL CONCEPT / NOT VERIFIED PRODUCT PHOTOGRAPHY

COLLECTION

香事之物。

Objects of incense.

沉香线香为核心产品研究方向，延伸至香材、器物与礼赠收藏。

Incense sticks are the central product research direction, complemented by materials, objects and gifting.



概念视觉 · CONCEPT VISUAL / NOT VERIFIED PRODUCT PHOTOGRAPHY

沉香线香

Agarwood incense sticks

研究无竹芯线香；配方、规格、净重及根数待正式确认。

A coreless incense concept; formula, dimensions, net weight and stick count remain to be confirmed.

香事礼盒

Incense gift sets

以香、香座与纸品构成礼赠概念。

A gifting concept composed of incense, holder and paper objects.

沉香香材

Agarwood materials

原材品鉴与收藏方向，来源与品质须逐批核验。

Material appreciation and collecting, subject to lot-level provenance and quality review.

VISUAL ESSAY

香事之物

The Collection





Incense, objects and an exhibition concept.
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BESPOKE

一香一方

Incense, composed for you.

从沉香本韵出发，按空间、个人偏好与礼赠需求探索配伍。

Compositions begin with agarwood, exploring complementary materials for individual preferences, spaces and gifting.

沉香本韵
Agarwood signature
以自然木韵为灵感。
A wood-led composition inspired by agarwood.

草本香调
Herbal accord
以草木气息为灵感，不作药效承诺。
An accord inspired by botanicals, without therapeutic claims.

乳香调
Frankincense accord
探索温润的树脂香气。
Explore a warm, resinous aromatic character.

私人香型
Bespoke composition
香型沟通、试样品鉴、配方确认。
Brief, sample evaluation and formulation approval.

系列均为研究及定制方向，正式供应以确认后的产品资料为准。
Research and bespoke concepts only; availability requires confirmed product documentation.




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GIFT & PAPER

一盒时间。

Time, held in a box.

香、器与纸，构成一份可以慢慢打开的礼物。

Scent, objects and paper compose a gift to be opened slowly.

品牌卡
Brand philosophy
毛边棉纸与留白。
Deckled cotton paper and quiet space.

香韵档案
Scent profile
半透明纸，记录香材与香韵。
Translucent paper for material and scent notes.

工艺卡
Craft card
异形艺术纸，讲述已核实的工艺。
Shaped art paper, with verified craft information.

闻香指南
Incense ritual
拱形卡，简明用香与安全提示。
Arched card with concise ritual and safety guidance.

星痕收藏卡
Star Trace
炭黑纸面，探索与原创音乐及数字艺术连接。
Charcoal paper; a potential bridge to original music and digital art.

礼盒、卡片、材质与尺寸均为设计概念。
Gift box, stationery, materials and dimensions are design concepts.

VISUAL ESSAY

纸上的香事

Paper & Gift













Earlier stationery and gift-box design studies; printed marks are historical concepts.
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FOUR RITUALS

四境，一刻从容。

Four rituals, one stillness.

向外观星，向内观心。

Look to the stars. Look within.

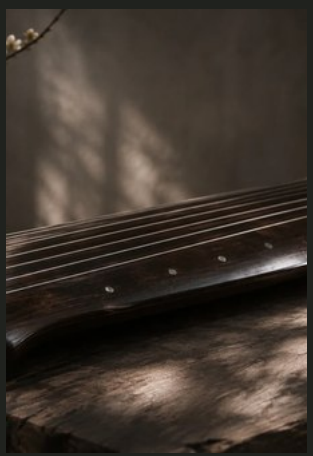
闻香
Scent
以香入静，感受时间。
A quiet interval, measured in scent.

品茗
Tea
以茶归心，回归当下。
A return to the present, cup by cup.

听音
Sound
以音养性，聆听内心。古琴与原创音乐皆可成为香事的一部分。
A space for listening, beyond words. Guqin and original music may accompany the ritual.

观星
Stars
以星观己，仰望未知。
A gaze beyond ourselves.



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VISUAL ESSAY

四境

Four Rituals









Scent, tea, guqin and the stars.
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LIFESTYLE

闻香之所

Where the scent belongs.

真正难得的，是可以自由安排的时间。

The rarest luxury is time of one’s own.

私人茶室 / 收藏书房
Tea room / library
茶事、阅读、习字与独处。
Tea, reading, calligraphy and solitude.

古琴雅集 / 山居静修
Guqin salon / retreat
听琴、清谈、静坐与休憩。
Music, conversation, contemplation and rest.

私人会客厅 / 星空露台
Private salon / starlit terrace
以香待客，在星光下结束一天。
A discreet gesture of hospitality; end the day under the stars.

空间为生活方式意象，不代表品牌已运营场所。
Lifestyle concepts, not operating brand premises.





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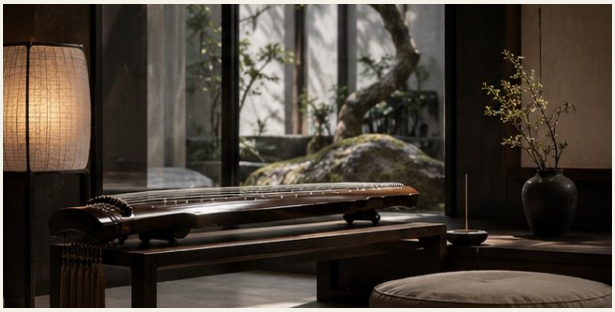
VISUAL ESSAY

闻香之所

Spaces For Ritual








Interior and outdoor lifestyle concepts, not brand premises.
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RITUAL

留一刻给自己。

A moment of your own.

香事源于日常。以稳固耐火香座，留出从容的时间。

Ritual begins in everyday life. Use a stable, fire-resistant holder and make room for an unhurried moment.

点燃
Light

点燃香尖，轻熄明火，将香固定在耐火香座上。

Light the tip, extinguish the flame and secure the stick in a fire-resistant holder.

闻香
Enjoy

保持通风，远离可燃物、儿童及宠物；不可无人看管。刺激不适时立即停止。

Ventilate; keep away from combustibles, children and pets. Never leave burning incense unattended. Stop if irritation occurs.

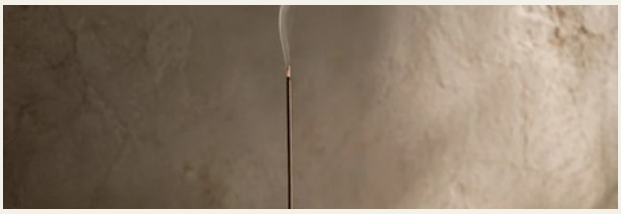
存放
Store

干燥避潮，远离热源；使用前检查香体与香座。

Store dry, away from heat; inspect stick and holder before use.

感官体验，不作医疗或疗效承诺。
A sensory experience, not a therapeutic claim.





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DIALOGUE

香文化，无疆界。

A culture of scent, without borders.

以香事、器物设计和跨文化交流为方向，探索展览、策展零售及礼赠合作的可能。

We explore possibilities for exhibitions, curated retail and gifting through incense culture, object design and cross-cultural dialogue.

策展零售
Curated retail

以原料、工艺与香事体验组织产品陈列。

Curate displays around materials, craft and ritual.

文化展陈
Cultural showcases

探索主题展示、艺术合作与体验交流。

Explore themed exhibitions, artistic collaborations and encounters.

礼赠与国际合作
Gifting & international partnerships

探讨定制包装、合作展陈及跨文化渠道。天津、上海、俄罗斯、日本等为内部探索方向，不代表已建立门店或签约。

Explore bespoke gifting, presentation and cross-cultural channels. Tianjin, Shanghai, Russia, Japan and beyond are internal areas of interest, not confirmed premises or partnerships.





VISUAL CONCEPT / NOT VERIFIED PRODUCT PHOTOGRAPHY

BRAND STANDARD

品牌表达

The identity.

观星纪 · ASTRAL NOTES。英文为品牌意译：Astral 指星辰，Notes 兼有纪事、音符与香调之意。

ASTRAL NOTES is the English brand identity: astral evokes the stars; notes suggest records, music and aromatic accords.

视觉
Visual language

线香、香烟、星辰与轨迹构成唯一标识。
标识仅允许等比缩放和标准色转换；
原有十六枚功能图标不变。

Logo V1.0: one mark, uniting incense, smoke, star and orbit. Scale proportionally; use approved colours only. The 16 functional icons remain unchanged.

语气与素材
Voice & imagery

不以地域、虚构背书或绝对性能证明高级；优先真实原料及工艺摄影。

Avoid geographic prestige, unverified endorsements and absolute performance claims; prioritise real material and craft photography.

网站
Website

双语同页切换；缓慢首屏、滚动分层显现及四境递进；支持减少动态效果。

In-page bilingual switching; a slow opening, layered scroll reveals and sequential rituals; reduced-motion support.



唯一品牌母版
LOGO V1.0
#967C55 / #24251F / #F4F1E9

正式商标与域名仍待核；图片为概念视觉，非实物实拍。
Trademark and domain clearance remain pending. Imagery is conceptual, not verified product photography.

COLOPHON

燃一炷香，观一颗星。

Light a stick of incense. Gaze at a star.

时间有香气。向外观星，向内观心。

Time has a scent. Look to the stars. Look within.



概念视觉 · CONCEPT VISUAL / NOT VERIFIED PRODUCT PHOTOGRAPHY

版本
Edition

二〇二六 · 图文定版，依据既有品牌手册。
与第七版官网统一。

2026 · V4.0, based on the V2.5 handbook and ASTRAL NOTES Maison V7.0.

证据边界
Evidence boundary

未经直接证据核实的非遗认定、传承身份及已开展合作不作为品牌事实；批次数据、供应及正式规格待核。

Unverified heritage recognition, lineage and existing collaborations are not brand facts. Batch data, availability and formal specifications require verification.