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AJMAL launches Qafiya

"Inspiration of modern Emirati lifestyle, encapsulated in the form of Qafiya"
Ajmal Perfumes, the regions multi award winning fragrance house launches today its unique initiative called "Qafiya" in a press conference at the symbolic Burj Al Arab hotel.

The journey of this amazing initiative took place when Rashid Abdulla Turki Alturki, a young, energetic and vibrant Emirati walked into Ajmal's office with a concept of collaborating with the brand to launch a fragrance. A fragrance that represents the new-age Emirati lifestyle but marinated in local traditions that's so integral to every Emirati, young and old.

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