

# Aristocrat Eau De Parfum

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**27 April 2017 - Dubai, UAE:** With a long and rich history in the art of perfume making for the Middle East, Ajmal (whose name means "most beautiful" in Arabic) has become synonymous with captivating perfumes and beauty products, as well as high-quality traditional fragrance products for the body and home. As a brand with over 66 years of experience and know-how in the intricate art of perfumery, Ajmal Perfumes has carved a niche for itself in the regional perfume industry as an innovator in perfume-making and a pioneer in the marketing of regional perfume products to the Arab and Western markets.

### *A true hearts desire*

Continuing their history of expertise, Ajmal have revealed their latest fragrance **Aristocrat Eau de Parfum** - a sophisticated perfume revealing grandeur, power and elegance. Statutory and noble, the fragrance evokes success and is addressed to the man who wants to bask in the noble supremacy of potent and compelling ingredients. The fresh and citrusy top notes of bergamot, watermelon and lime delve in to a Musk encompassed heart, before settling on a woody amber base, which embodies a decadent luxury with a long lasting and daring imprint.

TOP: Citrus Fresh  
Bergamot, Watermelon, Lime

HEART: Floral Musky  
Lily Of The Valley, Jasmine, Musk

BASE: Musky Woody Amber  
Musk, Patchouli, Cedarwood, Amber, Oudh

Commenting on the launch, Deputy C.O.O. Abdulla Ajmal said "Aristocrat is a fragrance created for the arrived, the well-travelled and for those who discern between the extra and the ordinary. Designed for those who seek desire as an address, this is the fragrance of choice. Our exclusive product launch for the Month of Ramadan, we invite you to come visit our stores and sample this beautiful fragrance."

### Price List:

**Aristocrat EDP 75ml - 200 AED**

### About Ajmal:

Ajmal, with a 66-year history of creating fragrances, has mastered the art of perfume making and occupies a unique niche in the world of perfumery in the Middle East. Today, Ajmal is a regional corporate entity with a vast portfolio of the finest and most captivating fragrances available in the region. Ajmal has established a strong retail presence with over 180 retail outlets across the GCC. AJMAL also exports to over 45 countries across the globe.

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