

# Ajmal Perfumes celebrates seven-decade long legacy with launch of 'Amir One'

July 13, 2021

- *The first fragrance in the new 'Amir' collection – 'Amir One' is an ode to Ajmal's seven decades of heritage and craftsmanship in the art of oriental perfumery*
- *The signature fragrance is crafted by the CEO of Ajmal Perfumes, Mohd. Amiruddin Ajmal*



Dubai, United Arab Emirates: Ajmal Perfumes, a brand with rich heritage and seven decades of craftsmanship in the intricate art of perfumery launches the new 'Amir' collection. The exclusive signature scent, 'Amir One' is crafted for connoisseurs, to complement their sheer sophistication and set them apart from the ordinary.

Each ingredient from the exhilarating scent is personally hand-picked by Master Perfumer and CEO, Mohd. Amiruddin

Ajmal to bring out the sublime essence of 'Amir One' to life, creating its own niche.

The fragrance highlights oriental art of perfumery with fresh and comforting top notes of *Citrusy Aromatic* top of Bergamot, Lemon, Lavender followed by floral woody heart notes of Rose, Jasmine, Lily of The Valley settled on the classic luxurious base of *Musky Ambery Oudhy* notes. The signature perfume invokes a reminiscent experience with a lasting bold imprint.

*"The 'Amir' collection from Ajmal Perfumes is an exclusive scent created with three key words in mind – sophistication, luxury, and uniqueness. The alluring fragrances add a new*

*essence of regality and is available for both him and her. 'Amir One' – the 1<sup>st</sup> fragrance offering from the 'Amir' collection is a timeless homage to the 7 decades of magical mystique in oriental perfumery. The splendid new 'Amir One' is carefully crafted for connoisseurs who desire to encompass a bespoke blend. This fragrance exudes power, experience, and luxury” – says **Deputy COO, Abdulla Ajmal, Ajmal perfumes.***

The rich full-bodied fragrance 'Amir One' is now available at Ajmal Showrooms and Online @shop.ajmalperfume.com for AED 600 + VAT for 50 ml across the GCC markets.

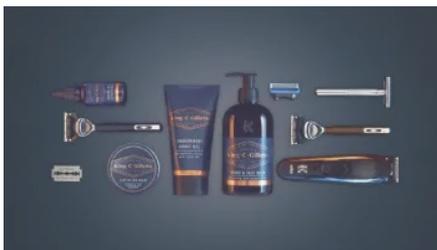
### About Ajmal Perfumes:

Inspired by the glorious Orient, Ajmal began its perfumery journey with the world's oldest form of fragrances – Perfume oils. Over the last 70 years, Ajmal has created a unique niche in the world of perfumery in the Middle East, as Producers | Manufacturers | Retailers & Distributors. Ajmal offers a plethora of fine Western and Oriental fragrances and are renowned for its expertise in bringing the most exquisite Oudh and Oudh related products. Ajmal's retail presence spans across 240 exclusive showrooms within the GCC and the world.

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