

Ajmal launches its most luxurious fragrance

UAE Business



Oudesire ... first unisex fragrance from Ajmal.

Ajmal Perfumes, a company with a long and rich history in the art of perfume making for the Middle East, has unveiled its most luxurious fragrance yet – Oudesire.

The launch also marks the first unisex fragrance from the prestigious house.

As a brand with over 65 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.

The new launch follows Ajmal's iconic 'Signature Series', which comprises the 'W' Series (Amber Wood, Santal Wood, Hatkora Wood and Rose Wood) and the 'M' Series (Amber Musc, Violet Musc and Cuir Musc).

Oudesire combines a sultry blend of Oudh and musk with lighter top notes that create a unique and modern fragrance that retains the heritage of Middle Eastern perfumeries whilst incorporating Western influences.

The floral top notes of orange flower, rose, jasmine and bergamot add a summery air to the fragrance, before being followed by a spicy and fruity core of ginger, raspberry and cassis. Finally the base note takes centre stage when the heady scent of Oudh hits along with other quintessentially Arab notes of amber, sandalwood and musk for a captivating scent, the company said.

Encapsulating the luxurious fragrance, the gold glass bottle adds an elegant touch to any dressing table and hints to the liquid gold fragrance that hides inside, it said.

Oudesire is priced Dh750 (\$204) in the UAE. – TradeArabia News Service

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