

The luxurious oriental fragrances of Ajmal have finally come to Russia. **Abdullah Ajmal**, the head of the perfumery house, answered the questions of Where Moscow.

# THE TREE OF DESIRE

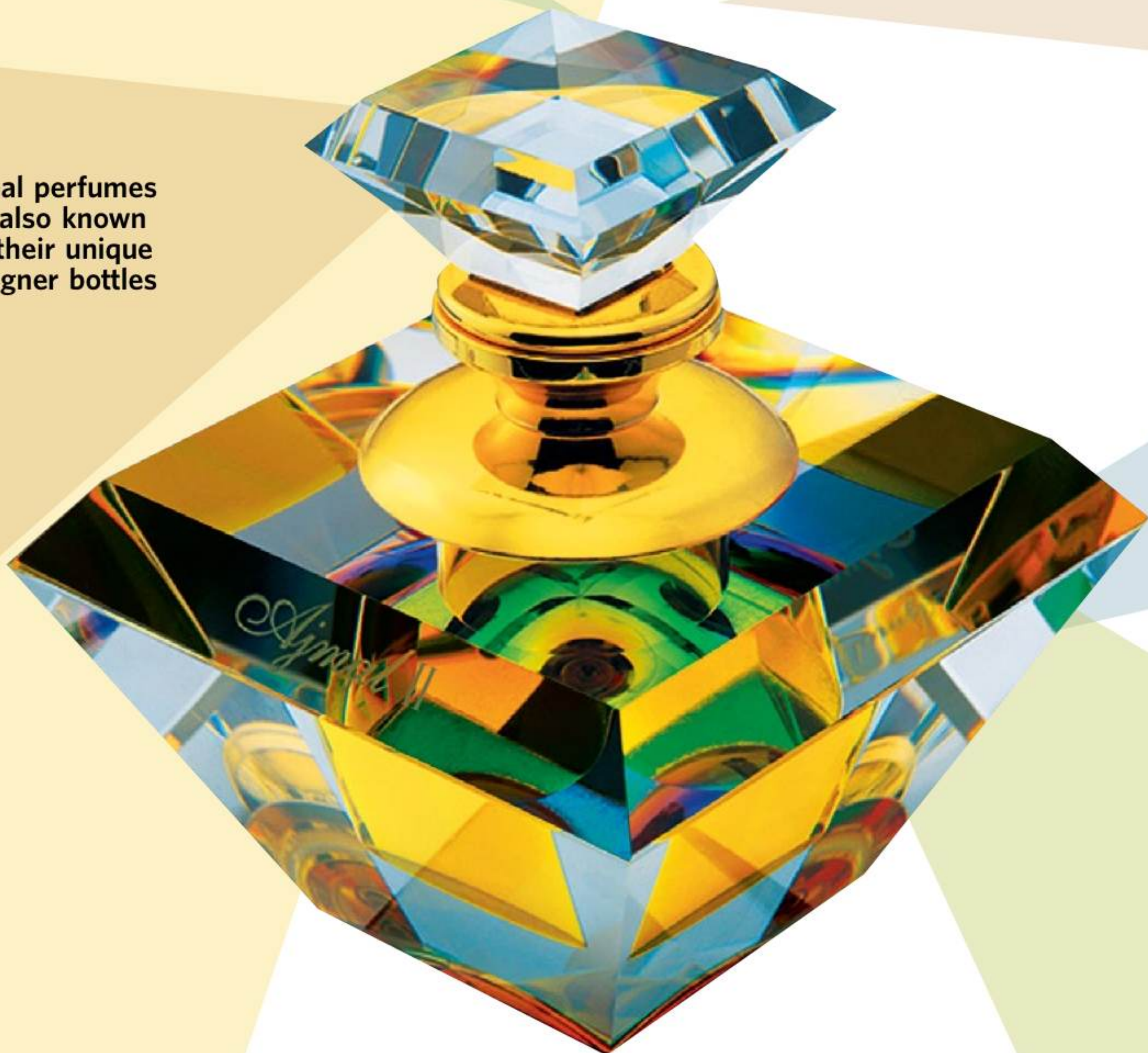
**'Where does the fashion for fragrances come from?'**

'Trends in perfumery are defined by a few key industry players: they start working in a particular direction, and the other companies see this direction and start to follow. This is what happened with agarwood (oudh tree) fragrance. It has been popular in the East for 4,000 years. A couple of years ago, an international big-name brand successfully introduced oudh to the Western public, and today almost every reputable brand produces its version of oudh fragrance.'

**'Are your oudh fragrances different from the rest in any significant way?'**

'There is one fundamental point: the Western companies often reproduce oudh fragrance using synthetic components. In contrast to that, all of our products that list oudh as one of the components are based on high-quality oudh oil. One drop is enough to create a strong, deep, alluring and sexy aroma that will linger throughout the day.'

Ajmal perfumes are also known for their unique designer bottles



**'Where did your grandfather get the inspiration for creating the first oudh-based perfume composition? Did it happen accidentally?'**

'My grandfather was a peasant; he started trading in oudh many years back, just because he could not feed his family with farming. I guess you could call it our good fortune that we are from Assam, a northeastern state of India. This

is where the best quality oudh comes from. Having started to sell it, grandfather realized oudh had a great potential. With 500 rupees and some oudh oil as his starting capital he moved to Mumbai and started experimenting with blending various Oriental essential oils and producing traditional Eastern fragrance known as mukhallat. This is how it all began.'



**'What is your idea of a perfect perfume?'**

'Scents for me are a journey beyond time. I do not believe in the existence of an ideal fragrance; I rather think there are perfect moments reflected in a particular smell. That is why fragrances are so important for me. Grandpa used to say: "If you want to remember childhood, bind the important moments with smells. Memories will become as if plotted on a map, and can be recalled at any time.'"

**'Do you accept the modern fashion for unisex perfumes, or do you support a traditional approach?'**

'A true perfume connoisseur knows no bounds. The division between male and female fragrances was created to associate flowery smells with women and fresh woody ones with men. In my opinion, one should choose a fragrance that suits him or her, rather than depend on what's written on the package.'



**'Which fragrance by Ajmal is the most suitable for women from a cold, northern city like Moscow, in your opinion?'**

'I hate to generalize! Women should try all the fragrances. Marketers are trying to sell you a lifestyle, but the fragrances are a part of you. Once you find a fragrance that reflects your taste, you'll see how well it relates to your personality and how beautiful it is when you wear it.'

**'Is there a coded message in Ajmal perfume?'**

'Of course, we try to put emotions, moods, feelings in our fragrances. I think, though, that the main message we're trying to communicate with each new release is the high quality of our products. These days, oudh is the ingredient on which everyone works to use and copy in their own creations. We, being leading experts on oudh, know all the subtleties of this invaluable essence, which gives us a huge advantage.'

## AJMAL

The Arabic perfumery house is named after its founder Ali Ajmal. For more than 50 years Ajmal specializes in expensive luxury perfumes and cosmetics. This house is considered a leading world expert on agarwood fragrance. Of the perfumes produced by Ajmal, its General Manager Abdullah Ajmal especially favors Relentless and Ajmal II. For those who prefer toilet water, he recommends Accord Boise for men and Accord Violet for girls.

