



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 Arabic fragrance products for the body and home. 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 and a pioneer in the marketing of regional perfume products to the Arab and Western markets.

Following the launch of the now iconic 'Signature Series', which comprises of the 'W' Series (Amber Wood, Santal Wood, Halkora Wood and Rose Wood) and the 'M' Series (Amber Musc, Violet Musc and Cuir Musc), Ajmal has now unveiled its most luxurious fragrance yet; OUDSIRE.

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

In keeping with Ajmal's expertise, 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 perfumery 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. 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.