

# Ajmal unveils its most luxurious fragrance yet: OUDESIRE!

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Leading perfume house Ajmal Perfumes unveiled its most luxurious fragrance yet: OUDESIRE at the Annual Media Suhoor held in The Address Dubai Mall recently.

Following the launch of the now iconic 'Signature Series', which comprises of the 'W' Series (Amber Wood, Santal Wood, Hatkora Wood and Rose Wood) and the 'M' Series (Amber Musc, Violet Musc and Cuir Musc), Ajmal has now unveiled its most luxurious fragrance yet; **OUDESIRE**. The launch also marks the first unisex fragrance from the prestigious house.



## An aristocratic blend...

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 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. 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.

## Price List:

**OUDESIRE 100ml** - 750 AED, 750 SR, 62.50 KD, 77.50 BD, 750 QR, 80 OR

Ajmal, with over 65 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 175 retail outlets across the GCC. AJMAL also exports to over 30 countries across the globe.