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## **PRESS RELEASE Ajmal Perfumes Introduces The Untold Stories: A Landmark Collection of Five Exquisite Fragrances launch at Atlantis Royal**

Ajmal Perfumes unveils a groundbreaking fragrance collection celebrating the artistry of globally renowned perfumers and redefining the essence of individuality and creativity in perfumery.

**Dubai, United Arab Emirates 9th February 2025-** Ajmal Perfumes, a brand long synonymous with the mastery of perfumery, unveils The Untold Stories, marking a transformative chapter in its 74-year legacy. This innovative collection showcases five exceptional fragrances, each crafted to embody personal narratives while appealing to a global audience. With The Untold Stories, Ajmal moves beyond tradition, embracing a contemporary ethos that highlights creativity, storytelling, and global collaboration. This is not just a collection of perfumes—it's an exploration of emotions, memories, and individuality, told through the artistry of scent.

The visionary behind The Untold Stories is Abdulla Ajmal, CEO of Ajmal Perfumes, who sought to revolutionise the creative process in perfumery. Reflecting on the journey, he shares: