



# Ajmal Coverage 2024

EXCLUSIVE INTERVIEW WITH **CHRISTINE GASKELL** ROYAL AUTOCAROLE CLUB **JONATHAN SIDONI** LOOKS AT THE STREETWEAR TREND IN LUXURY FASHION **SABI SABI PRIVATE GAME RESERVE'S** COMMITMENT TO POSITIVE CHANGE **LINDA FARROW** RELEASES 50TH ANNIVERSARY COLLECTION **RITZ-CARLTON** OPENS FIRST RESERVE IN MEXICO **O&A** WITH ALEXANDRA LLEWELLYN



FRUMES: A MOMENT WITH CEO DULLA AJMAL



COSMETICS BUSINESS

HOME CATEGORIES PURE BEAUTY CAREERS EVENTS DIRECTORY LOGIN

Bold, expensive-smelling, and unique: Oud fragrances are bang on trend

By An-Naim | Published 20 Jun 2024

New experimental infusions of the most luxurious ingredient in perfumery are luring a wider audience

This article was originally published in the Cosmetics Business [Luxury Beauty Brand Report](#).  
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Known as the 'liquid gold' of perfumery, oud is one of the rarest and most [expensive](#) fragrance ingredients in the world.

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# Summary

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**23**

**Pieces of Coverage**

Total number of online, offline and social clips in this book



**30.8K**

**Estimated Views**

Prediction of lifetime views of coverage, based on audience reach & engagement rate on social



**992K**

**Audience**

Combined total of publication-wide audience figures for all outlets featuring coverage



**5**

**Engagements**

Combined total of likes, comments and shares on social media platforms



**46**

**Avg. Domain Authority**

A 0-100 measure of the authority of the site coverage appears on. Provided by Moz


# November Editorial

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2 pieces

# Luxury Briefing (November Issue)

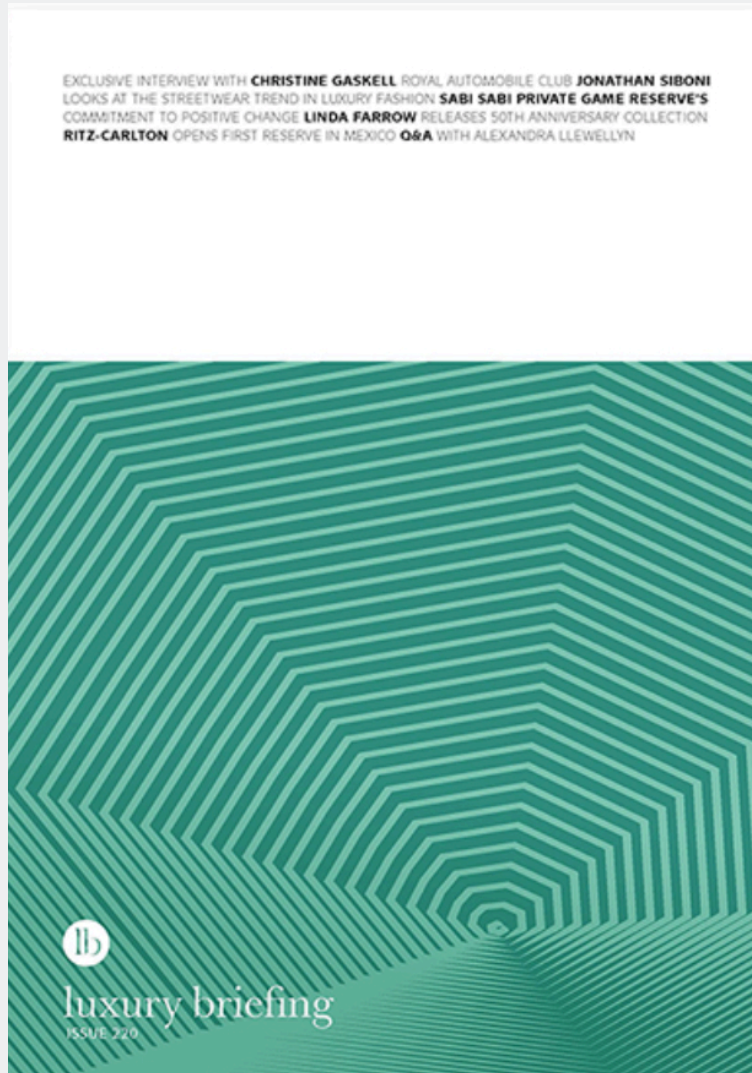
10K

Circulation 

 PRINT

## Luxury Briefing Print

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# KING OF OUD

ABDULLA AJMAL, CEO OF AJMAL PERFUMES AND PART OF THE FAMILY BUSINESS'S THIRD GENERATION, DISCUSSES THE BRAND'S ROOTS AND HOW IT GREW FROM ASSAM TO A GLOBAL NAME IN LUXURY SCENT.

**You are the third generation of your family to lead Ajmal**

**Perfumes. Could you share a bit about the brand's beginnings?** My family is originally from the northeast of India, a region called Assam. Most people know Assam for its tea – some of the best in the world. But what many don't know is that some of the finest quality oud also grows there.

My grandfather came from a farming background, and his father didn't approve of business, believing it involved dishonesty. But my grandfather saw farming as too challenging, as it depended heavily on the weather. In that region, rice is the main crop, and everything has to be just right for it to thrive. Unlike today, where technology supports farmers, farming back then was tough.

So, my grandfather explored other options. He tried a few ventures that didn't work out until someone mentioned a valuable commodity called oud, which actually grew in their backyards.

The best way to describe growing oud is like having a diamond business where you get the rough diamond and the specialists know how to carve and polish it so that they can sell it. The oud business is the same. It comes from the tree, although not every tree has oud, just like not every diamond mine has diamonds. It takes a lot of experience to know where to find it. You cut the tree, and then locate the dark, resin-rich oud, which is highly prized as incense in the region.

The same people who gave my grandfather the idea would go to the jungle, collect the oud, and sell it in the village. This oud would then travel to Bombay and on to Arab traders, who had longstanding business relationships with India, especially for textiles, spices, and perfumes. Most people who started with my grandfather stayed in the village, but he was different. A true entrepreneur, he always thought ahead.

That's why we named the brand Ajmal after him – for his vision and foresight.

**What was it like for your grandfather to take his first major step by moving to Bombay?**

While others were content to stay in the village, he thought, "Why don't I go to Bombay myself?" So, he travelled to the market there and, like something out of an Indian movie, arrived at the train station with 500 rupees, which was stolen from him.

But over time, he built relationships with traders in Bombay. This was in the late 1950s and '60s, and travelling from a remote village in Assam to Bombay was a task in itself. He'd be away from family for months at a time. Eventually, he thought, "If I'm making some money now, I need to think about the future." So, he moved his family to Bombay for a better life and a good education, especially in English. Gradually, none of my uncles completed their education,

except for one who attended college but didn't finish. They all wanted to join the business, which is typical for the second generation, who often want to expand. My father, being the eldest of the second generation, became known as the 'King of Oud'.

At this point, my grandfather was thinking, "Why should I keep trading with these merchants when I can have my own shop?" So, he started doing both – wholesale trading and running his own shop. Then he took it a step further and decided to visit his customers directly. He travelled to the GCC, met many of his clients, and built a rapport with them. He didn't realise it at the time, but what he was doing was creating a brand – his name became trusted. Back then, he just thought of it as building a reputation.

Funnily enough, one of the first times he came to the UAE, he landed in Sharjah because Dubai didn't have an airport

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**Our goal with the Prive collection was to create something that cements us as the big brother of Oriental scents.**

was much more approachable. There were no large palaces or heavy security like today. They would sit by the creek, the Abra, and engage in discussions. Many Indian and Iranian traders would also gather, and Sheikh Rashid would share his thoughts with them. At that time, Aden in Yemen was the largest port in the region. Sheikh Rashid used to say, “I want a port here in Dubai, one that will be bigger than Aden.” Today, we have Jebel Ali Free Zone, one of the largest ports in the world. He also envisioned tall buildings and skyscrapers that would attract international businesses, and he followed through on that vision by establishing the Dubai World Trade Centre.

My grandfather was so enamoured by Sheikh Rashid’s vision that, when the time came for my uncle, the second

son, to join, he was told by my grandfather to open Ajmal’s first shop in Dubai. My uncle, the social butterfly of the family, took on the task. So, in 1976, we opened our first retail store in one of Dubai’s markets, in an area that has since been completely modernised. Today, we have over 350 stores in eight countries and export to around 60 countries.

**How and when did you become involved in the business?**

I learnt the business at the dining table. I didn’t exactly have an option, as the eldest of the third generation. When I finished my education in the UK, I wanted to stay back and work. I had an amazing experience working at United Colors of Benetton at the time – in the warehouse and in the store. I wanted to continue working there, but, as is typical in Indian families, my family

convinced me to return home, saying they could use my help in the business, so I came back in 1996.

I often say I’m part of the ‘two and a half’ generation because I had the unique opportunity to learn from my grandfather, my father, and my youngest uncle, who sadly passed away in 2012 and who was my mentor. He was the one who trained me in the art of perfumery. In the beginning, I would learn about smelling during the day and I would sit in our shops, learning about the consumer in the evenings. In a family business, you’re expected to know everything, from sales to supply chain, from product development to perfumery. I had the chance to work in pretty much every department in the company, which shaped me as a leader, and in November 2022, I was appointed CEO.

When people ask what I do, I describe myself as a perfumist. It’s a relatively new term, but within our industry, it means a jack-of-all trades and a master of none. I know how fragrances are made, and I can do evaluations, costings, supply chains, and product development. I still have to see it in a big way, but I’ve pretty much done the entire gamut. That’s the reason I emphasise how being the second and a half generation gave me a unique opportunity since my cousins and my brother, who are involved in the business today have specialised in their own things instead. For example, my brother heads our supply chain, and while he’s an expert in that, he isn’t as involved in sales. My experience gave me a very,

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very strong foundation and close relationships with all the key people, who I call the pillars of our company.

**You were mentored by renowned perfumer Jacques Chabert. What key lessons did he impart to you about perfumery?**

He is my mentor even today. He's in the South of France, and I go visit him almost every year because he's in the thick of things, supplying to many luxury brands. For example, he created one of Chanel's fragrances and has crafted nearly all of Molton Brown's scents.

The most valuable lesson he taught me came from a question I asked him early on: "When does a perfumer truly become a perfumer?" In perfumery, it's essential to work as an apprentice and continue building your skill over time. Back then, I was young

and impatient, so I asked, "When does someone become a perfumer?" He replied, "When your creation sells, then you're a perfumer." That was one of the most impactful lessons he ever shared with me.

I also owe a great deal to my uncle, Nazir, who I give all the credit for creating this fusion of Eastern and Western perfumery. He had a mentor himself and had already learned some elements of Western perfumery, but he also had a strong foundation in Arabic perfumery, having grown up with it. He developed the idea of blending the two styles. He would tell me, "Rather than recreating the wheel and learning what we've already mastered, focus on Western, or Occidental, perfumery." So that's what I did, immersing myself in that tradition. Today, our business is about 50 per cent Western perfumery and 50 per cent traditional perfumery.

**With the rising global demand for oud, how has Ajmal balanced scaling production with your commitment to sustainability?**

As you've seen, there's an "oud mania" happening around the world. Everyone wants oud, but few use the real thing due to its expense. This demand has expanded our reach globally, and we now proudly offer oud fragrances to a wide range of major brands. Although I can't name the specific fragrances, some are highly successful in the market. Our clients used to call us the "King of Oud", so I thought, "Why not embrace the title?" Now we refer to ourselves as the King of Oud, as we're the largest consumers, buyers, and suppliers of oud worldwide.

In the same way, my grandfather never had an idea of what a brand would be or is, but he always thought, "Hang on. Everybody is

cutting these trees; nobody seems to be growing them." So he said, "You know what, let me start the process so that my grandchildren can benefit."

In those days, it took – and still takes – 30 years for the tree to grow. He started the first reforestation programme in 1979. So, what we talk about as sustainability today, he had already begun in 1979. Because of his work, we now have multiple plantations with over 10 million trees of our own. We also have a very large, substantial, and modern R&D division, where scientists have perfected the partitioning and inoculation of oud. This allows us to speed up the process so we can get oud in six years instead of the usual 15 years. Not only that, but we also hold patents in seven countries where oud grows for this process.

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#### How has your family's vision evolved through the generations?

Our family's always been visionary, constantly asking, "What's next?" If my grandfather focused on plantations and customer relationships, my father and uncles took on the task of modernisation, making the brand relevant. Our generation thinks about globalisation and positioning Ajmal in places like Selfridges, Harrods and Fortnum & Mason in London, Saks Fifth Avenue in New York, and other cities worldwide.

Each generation has its focus: the first prioritised sustainability, the second was cautious but focused on growth, and our generation has the luxury of not having seen bad times, so we can be a bit maverick. Luckily, we have our elders who keep us grounded, allowing us to take risks but within reason. My grandfather never imagined Ajmal would become a recognised brand. Just last week, I saw our brand in a high-end Beverly Hills store – the only GCC brand they carry.

For the perfumery side, my vision is to make Ajmal a global brand, aiming to be in at least 120 countries within the next five years, with at least 500 stores worldwide in key metropolitan cities. For the group, I hope to be in seven to ten different categories. I won't name them as we're still studying them, but some will be adjacent categories, while others will be completely new. That's another luxury we have – the chance to explore new opportunities. Some of these my father didn't pursue because he felt he didn't understand them, but today I can see the potential and feel confident in backing them, even if it takes time.

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#### Why is the UK market important for Ajmal, and what inspired the launch of the Prive Collection in World Duty-Free, Heathrow Terminal 4 earlier this year?

Travel retail provided us with a wonderful starting point to connect with consumers who may have seen the Ajmal brand during their travels. And we're in very near completion talks with some other big names to carry our brand.

many contain a good amount of our own expensive oud. The character of these fragrances is also quite niche; to really appreciate them, you need to understand the raw materials. It's like fine wine or single malt whisky; the rare materials used are expensive and limited in quantity, adding to the fragrance's unique composition. So, while some may smell it and think, "No, this is not for me", someone who knows fragrances will put it on their skin, and still notice it eight hours later, appreciating the

only in May in the South of France, and I don't think many, if any, of our competitors can get their hands on it. But we do. So, we use these rare raw materials in limited quantities.

Thanks to my uncle and everyone else, I also work with many master perfumers, and I started an initiative called the 'Oud Tour'. For the last six or seven years, I've been taking top-end master perfumers to Assam for a two-day workshop where we discuss the future and usage of oud. On the day of leaving, I give them a brief about a fragrance we need to create together. What I've learned from my elders is that knowledge-sharing doesn't happen by itself; you need to keep researching, keep learning, and keep teaching.

Coming back to why we chose the UK for the launch: honestly, we've always had a soft spot for the UK. I've lived there a long time, and the UK is a very important perfumery market. Arabs are particularly enthusiastic about fragrances in the UK. Are these going to be exclusive to the UK alone? No, we'll gradually spread them around Europe, but we won't go to the US, before Europe is fully established. Very slowly, cautiously, because it's not just about money in this case. Here, I'm trying to cement our name as the brand that brings true artistry to perfumery. There will be a lot of education about the raw materials, the process, and the inspiration behind each fragrance, because today, people don't buy products – they buy the emotion behind them. ●

[ajmal.com](http://ajmal.com)



Opening spread: Abdulla Ajmal, CEO of Ajmal Perfumes. Second spread from left: Jewel of Dogota, Jewel of Kariba, Kitz, Darena and Tharwa by Ajmal Perfumes. This page: Musk Wood, Leather Wood and Cocoa Wood by Ajmal Perfumes.

They're high-end and extremely niche. Initially, I don't anticipate our fragrances being available in more than 15 stores in the country. Then we'll see how we want to expand around Europe – again, very niche. Our goal with the Prive collection was to create something that cements us as the big brother of Oriental scents and as very high-end artisans in the perfumery world. For example, the packaging is crystal, with 24-karat gold plating on the metals. The fragrances are developed with master perfumers, and

quality of rose, jasmine, or oud. To my knowledge, we're also the only perfumery company in the world that's absolutely vertically integrated. Many companies handle manufacturing, retail, and wholesale, but we're unique in that we also produce our own raw materials. We trade in the raw materials as well. We currently have an entire division called 'Aromatics', which focuses on naturals. We don't do aroma chemicals. For example, Rose de Mai is a very special rose that blooms



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# Abdulla Ajmal, Ajmal Perfumes: 'Our goal with the Prive...

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## Abdulla Ajmal, Ajmal Perfumes: 'Our goal with the Prive collection was to create something that cements us as the big brother of Oriental scents'

Home » Abdulla Ajmal, Ajmal Perfumes: 'Our goal with the Prive collection was to create something that cements us as the big brother of Oriental scents'



Estimated Views

826

Calculated based on audience size and social engagement

**A**bdulla Ajmal, CEO of Ajmal Perfumes and part of the family business's third generation, discusses the brand's roots and how it grew from Assam to a global name in luxury scent.

**You are the third generation of your family to lead Ajmal. Could you share a bit about the brand's beginnings?**

My family is originally from the northeast of India, a region called Assam. Most people know Assam for its tea — some of the best in the world. But what many don't know is that some of the finest quality oud also grows there.

My grandfather came from a farming background, though his father didn't approve of business, believing it involved dishonesty. But my grandfather saw farming as too challenging, as it depended heavily on factors like the weather. In that region, rice is the main crop, and everything has to be just right for it to thrive. Unlike today, where technology supports farmers, farming back then was tough.

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To my knowledge, we're also the only perfumery company in the world that's absolutely vertically integrated. Many handle manufacturing, retail, and wholesale, but we're unique in that we also produce our own raw materials. We trade in the raw materials as well. We currently have an entire division called 'Aromatics', which focuses on naturals. We don't do aroma chemicals. For example, Rose de Mai is a very special rose that blooms only in May in the south of France, and I don't think many, if any, of our competitors can get their hands on it. But we do. So, we use these rare raw materials in limited quantities.

Thanks to my uncle and everyone else, I also work with many master perfumers, and I started an initiative called the 'Oud Tour'. For the last six or seven years, I've been taking top-end master perfumers to Assam for a two-day workshop where we discuss the future and usage of oud. On the day of leaving, I give them a brief about a fragrance we need to create together. What I've learned from my elders is that knowledge-sharing doesn't happen by itself; you need to keep researching, keep learning, and keep teaching.

Coming back to why we chose the UK for the launch: honestly, we've always had a soft spot for the UK. I've lived there a long time, and the UK is a very important perfumery market. Arabs are particularly enthusiastic about fragrances in the UK. Are these going to be exclusive to the UK alone? No, we'll gradually spread them around Europe, but we won't go to the U.S. before Europe is fully established. Very slowly, cautiously, because it's not just about money in this case. Here, I'm trying to cement our name as the brand that brings true artistry to perfumery. There will be a lot of education about the raw materials, the process, and the inspiration behind each fragrance, because today, people don't buy products — they buy the emotion behind them.

*ajmal.com*

# October Social

---

3 pieces

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## Cantelle Pang Instagram Story

[instagram.com/chantelle\\_pang/](https://www.instagram.com/chantelle_pang/)



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## Clémence Pellé Instagram Story



Got to try some upcoming Ajmal, particularly liked Tayen.  
Made me think of a classic feminine Chypre:  
citrus / florals / mossy powdery base.  
Like a vintage Van Cleef of Guerlain but with a full on  
modern Arabic perfumery style.

**@ajmalperfumesuk**  
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Reply to clemenceccfragrance...



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# September Social

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# June Editorial

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1 piece



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June 21, 2024

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# Bold, expensive-smelling, and unique: Oud fragrances are...

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Bold, expensive-smelling, and unique: Oud fragrances are bang on trend

By Jo Allen | Published: 20-Jun-2024

Fragrance

New experimental interpretations of the most luxurious ingredient in perfumery are luring a wider audience



This article was originally published in the Cosmetics Business [Luxury Beauty Trend Report](#).  
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Known as the 'liquid gold' of perfumery, oud is one of the rarest and most **expensive** fragrance ingredients in the world.

Extracted from the resinous heartwood of the tropical evergreen Aquilaria tree, a CITES protected species found in parts of Southeast Asia, it has been used in fragrance for centuries.

So why is oud – one of the most polarising and heavy scents in perfumery – experiencing a modern revival and a global surge in popularity?

Spate has identified oud as one of the top growing fragrance trends in the US, with 173.9% year-on-year growth, while it was named the UK's favourite perfume scent in a study by *Lifestyle Packaging* with monthly Google searches, peaking to 22,000 in November 2023 due to its popularity as an autumn-winter fragrance.

On [TikTok](#), #oudperfume has 67 million posts.

Oud has been gaining increasing recognition beyond its traditional Middle Eastern audience over the last 20 years as consumers have been looking for more luxurious and opulent scents.

Estimated Views

1.21K ?

Calculated based on audience size and social engagement

International fragrance house Ajmal is a manufacturer, retailer and a supplier of perfume ingredients including oud and oud oil from Assam in Northern India to major luxury fragrance brands, and Abdulla Ajmal, CEO of Ajmal Perfumes, says, "The demand for oud in the luxury perfume market in the west has seen a significant increase in recent years.

"Oud has transcended being merely a raw material to become a phenomenon and a powerful marketing tool, particularly in the west.

"The allure of oud lies in its ability to add a layer of pure luxury to any fragrance, making it highly desirable.

"Even products with minimal actual oud oil are leveraging the oud name due to its connotations of opulence and exclusivity."

Oud fragrances appeal to consumers today because they are being drawn to unique, rich scents that stand out.

Ajmal says: "Oud-based fragrances deliver this in abundance, resonating well with current preferences for luxurious and distinctive fragrances," he comments.

Catto provides a further explanation: "In a world of uniformity, consumers seek differentiation. Choosing an oud-based perfume isn't for the faint-hearted.

"You are seeking distinction, identity, a bold statement," she says.

While we are witnessing a trend of skin scents and vanilla notes, oud offers its counter trend.

Catto says: "In this world of pastel and beige, the niche connoisseur will stand out by choosing fragrances that are bold and expressive. That's where oud comes into play."

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# May Editorial

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2 pieces



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18.1K Unique Visits ⓘ

May 07, 2024 ONLINE

## Luxuria Lifestyle Q&A Interview with CEO Abdulla Ajmal

[luxurialifestyle.com/luxuria-lifestyle-qa-int...](https://luxurialifestyle.com/luxuria-lifestyle-qa-int...)

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**LJ**

LUXURIA LIFESTYLE INTERNATIONAL

🔍



MAY 7, 2024

### LUXURIA LIFESTYLE Q&A INTERVIEW WITH CEO ABDULLA AJMAL

Abdulla Ajmal, CEO of Ajmal Group, is a visionary leader in the fragrance industry, renowned for innovation and tradition. With a commitment to quality, he has propelled the company to global success:

**Abdulla, what inspired you to join and create a business in the fragrance industry?**

It all started with my grandfather, Haji Ajmal Ali, as he wandered in the farms of Assam with nothing more than a dream. A rice farmer by trade, my grandfather was searching for precious Oudh from the Agarwood trees to change his family's fortunes and the face of perfumery. In an era when Oudh oil was yet to capture the world's imagination, he ventured into trading it, laying the foundation for Ajmal.

Growing up, I was always surrounded by fragrance so it's practically in my genes and I had the privilege of being trained by my uncle, Late Nazir Ajmal, who was one of the nose of the company. He made sure I knew everything about perfumes, from memorizing their notes to understanding their complexities.

Estimated Views

1.88K ✓

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## Cent Magazine

A biannual creative magazine with a focus on fashion, design and beauty in a format for the...

40

Domain Authority

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25.1K

Unique Visits

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May 07, 2024

ONLINE

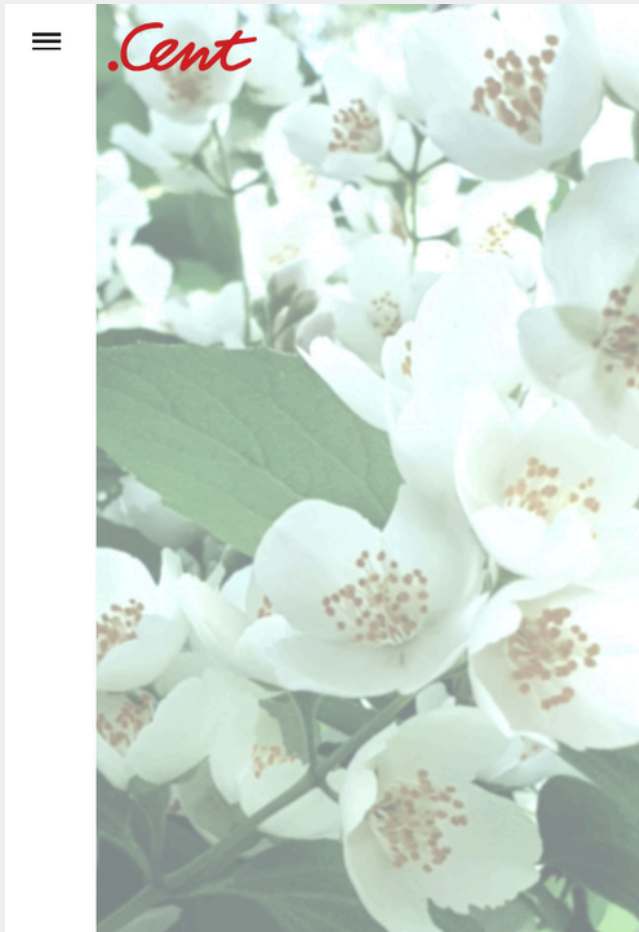
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## Scented with Love From India

BY JO PHILLIPS



Once upon a time, in a tiny village in the region of Assam, India, a poor rice farmer named Haji Ajmal

# April Editorial

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1 piece



## Luxuriate Life Magazine

Luxuriate Life Magazine is a UK luxury magazine with a mission to make luxury fun including...

23

Domain Authority ?

Provided by MOZ

160K

Unique Visits ?

April 10, 2024

ONLINE

# Inside Ajmal perfumes: A moment with CEO Abdulla...

[luxuriate.life/inside-ajmal-perfumes/](https://luxuriate.life/inside-ajmal-perfumes/)

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Lifestyle

## INSIDE AJMAL PERFUMES: A MOMENT WITH CEO ABDULLA AJMAL



By [Luxuriate Life Magazine](#)

Ajmal Perfumes is more than a renowned perfumery, it is a cherished family legacy deeply rooted in tradition and innovation. At the helm of his family legacy is Abdulla Ajmal, the CEO of Ajmal Perfumes, who continues the journey initiated by his grandfather, Haji Ajmal Ali, in 1951. From the jungles of Assam to the bustling city of [Dubai](#), Ajmal Perfumes has rewritten the rules of scent.

Join us for an exclusive interview with the driving force behind Ajmal Perfume where we uncover the secrets of scent sophistication.

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# Global Travel Retail Magazine LinkedIn

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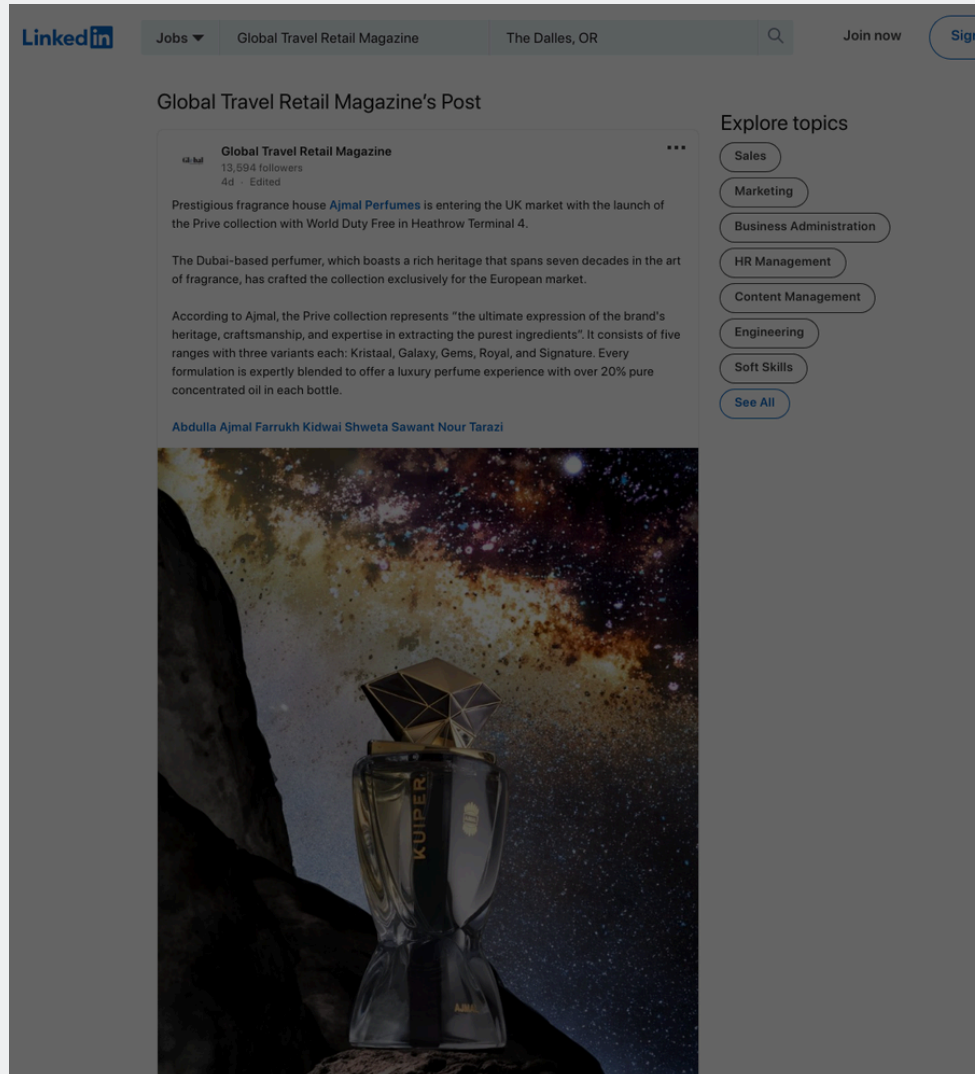
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Audience 

March 15, 2024

 ONLINE

## Global Travel Retail Magazine on LinkedIn: Ajmal ente...

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Global Travel Retail Magazine's Post

**Global Travel Retail Magazine**  
13,594 followers  
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Prestigious fragrance house **Ajmal Perfumes** is entering the UK market with the launch of the Prive collection with World Duty Free in Heathrow Terminal 4.

The Dubai-based perfumer, which boasts a rich heritage that spans seven decades in the art of fragrance, has crafted the collection exclusively for the European market.

According to Ajmal, the Prive collection represents "the ultimate expression of the brand's heritage, craftsmanship, and expertise in extracting the purest ingredients". It consists of five ranges with three variants each: Kristaal, Galaxy, Gems, Royal, and Signature. Every formulation is expertly blended to offer a luxury perfume experience with over 20% pure concentrated oil in each bottle.

[Abdulla Ajmal Farrukh Kidwai Shweta Sawant Nour Tarazi](#)

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CosmeticsDesign LinkedIn

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2K Audience

March 26, 2024 ONLINE

# CosmeticsDesign on LinkedIn: UAE's Ajmal Group expands into...


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The leading Dubai-based, luxury #fragrance business **Ajmal Perfumes** has chosen the UK travel-retail market to launch its latest collection. We spoke to CEO **Abdulla Ajmal** to find out more about the move & how the needs of the UK & EU fragrance markets differ to that of the UAE...  
**Nour Tarazi Gabrielle Shaw Gabrielle Shaw Communications**  
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# March Editorial

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8 pieces



# Moodie Davitt Report

Providing business intelligence and breaking news to the duty free and travel retail industry - Fast,...

58

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Provided by MOZ

80.1K

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March 18, 2024

ONLINE

# Ajmal makes UK market debut with Avolta at Heathrow...

[moodiedavittreport.com/ajmal-makes-uk-...](https://moodiedavittreport.com/ajmal-makes-uk-...)

The screenshot shows the article page on the Moodie Davitt Report website. The article title is "Ajmal makes UK market debut with Avolta at Heathrow Airport" by Hannah Tan-Gillies, dated 18 March 2024. The article text states that the Dubai fragrance house Ajmal has partnered with Avolta for its UK market debut at London Heathrow Airport. It mentions the "Ajmal Prive collection" available in Avolta's World Duty Free store, which includes five lines of scents: Kristaal, Galaxy, Gems, Royal, and Signature. Each scent contains over 20% pure concentrated oil. There are two main images: one of a green perfume bottle and another of a clear perfume bottle. A vertical sidebar on the right lists categories: eZine, The Magazine, and Food & Beverage.

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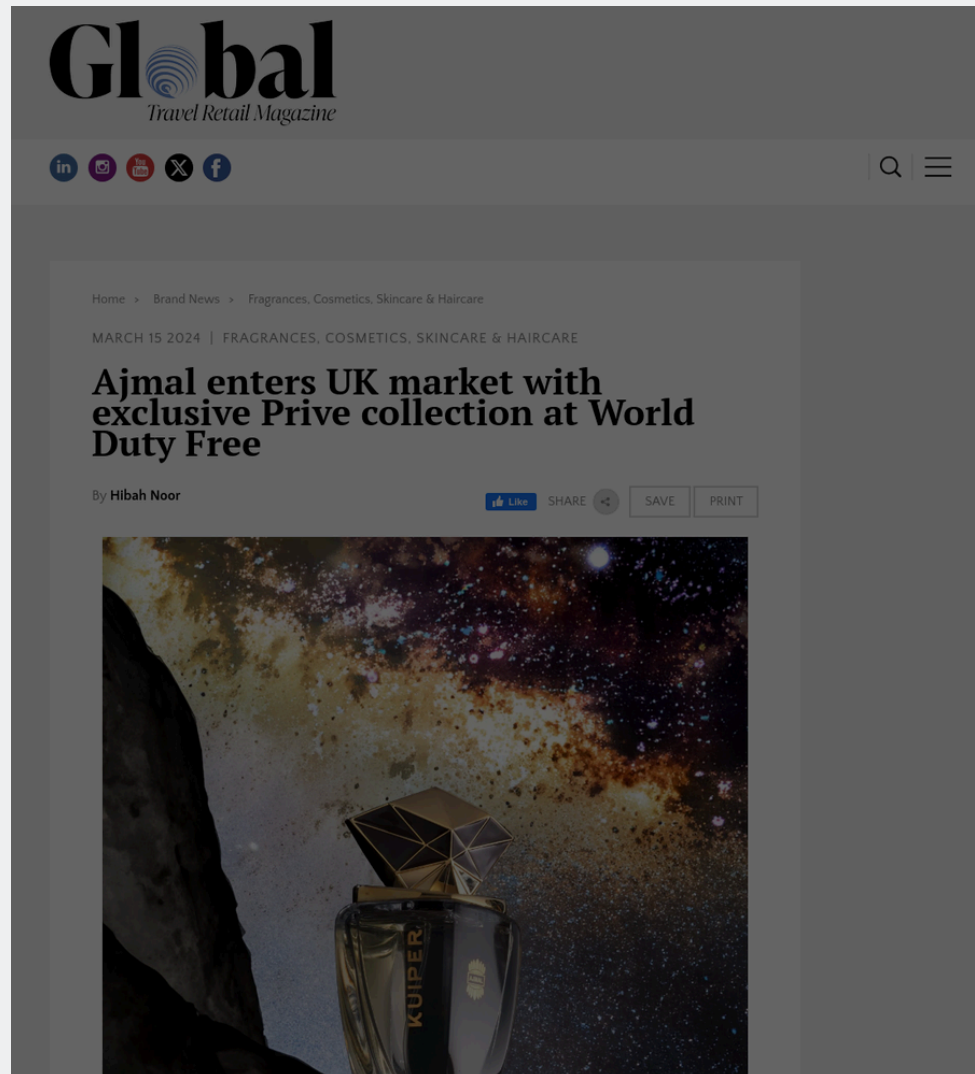
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Domain Authority   
Provided by **MOZ**

**3.36K**  
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March 15, 2024 ONLINE

# Ajmal enters UK market with exclusive Prive collection at...

[gtrmag.com/brand-news/fragrances-cos...](https://gtrmag.com/brand-news/fragrances-cos...)



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March 20, 2024

ONLINE

# Ajmal launches in UK with Prive collection at Heathrow Airport

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## Ajmal launches in UK with Prive collection at Heathrow Airport

By Jill Sayles in Brand News, Fragrance March 20, 2024

The Dubai-based perfumer with a heritage spanning seven decades has crafted the collection exclusively for the European market



Fragrance house Ajmal is entering the UK market with the launch of the Prive collection in World Duty-Free at Heathrow Airport Terminal 4.



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March 20, 2024

ONLINE

# AJMAL launches exclusive Prive collection in World...

[dutyfreehunter.com/blog/ajmal-launches-...](https://dutyfreehunter.com/blog/ajmal-launches-...)

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764

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HOME / LATEST NEWS  
/ AJMAL LAUNCHES EXCLUSIVE PRIVE COLLECTION IN WORLD DUTY FREE AT LONDON HEATHROW

## AJMAL LAUNCHES EXCLUSIVE PRIVE COLLECTION IN WORLD DUTY FREE AT LONDON HEATHROW

PUBLISHED ON 20 MARCH 2024 BY TRACY POWELL



Ajmal, the prestigious fragrance house and leading perfume authority, is entering the UK market with the launch of the Prive collection in World Duty Free, Heathrow Terminal 4. The Prive





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[luxurialifestyle.com/](https://luxurialifestyle.com/)



Estimated Views **3.52K** <sup>✓</sup>  
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Engagements **2** <sup>✓</sup>  
Total number of social engagements

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LUXURIA NEWS

### LUXURIA LIFESTYLE INTERNATIONAL MAGAZINE WELCOMES AJMAL PERFUMES

From Farms To Fragrances. A Journey Of 7 Decades And Thousands Of Miles.

From Assam, India to the world. That's the arc of our story: The inspiring journey of our founder Late Haji Ajmal Ali. Born in a family of rice farmers, hailing from Alinagar – a small village located in Hojai, Assam, India – he realized at a very young age that agriculture would not be able to provide enough to sustain himself and his family.

He decided to try out the oudh trade, trusted the forest, and the seeds of Ajmal Perfumes were sown.

Look out for our exclusive brand feature and Founders interview coming soon to Luxuria Lifestyle Magazine.

To find out more and buy your own perfumes please click [HERE](#).



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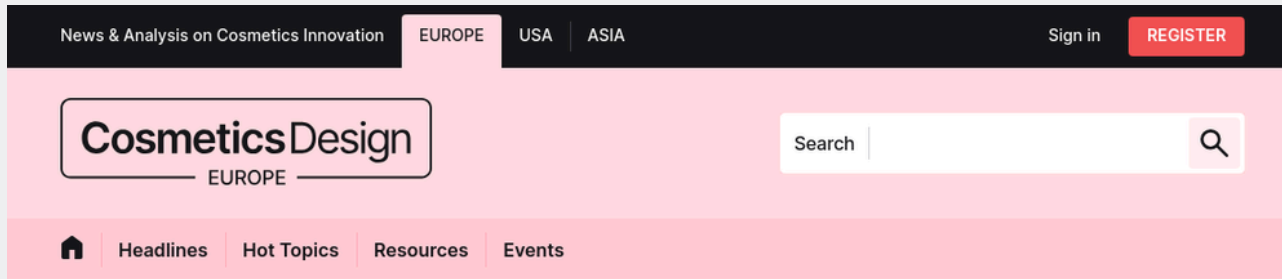
# UAE's Ajmal Group expands into UK travel-retail

[cosmeticsdesign-europe.com/Article/202...](https://cosmeticsdesign-europe.com/Article/202...)

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**200**

Calculated based on audience size and social engagement



## UAE's Ajmal Group expands into UK travel-retail

By Kirsty Doolan

26-Mar-2024 - Last updated on 26-Mar-2024 at 09:24 GMT



The prestigious new collection has launched into London's Heathrow Terminal 4 as part of the brand's expansion plans

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**Luxury Dubai-based fragrance company Ajmal Group has chosen the UK travel-retail market to launch its new collection. The CEO shared more about the move; how the UAE fragrance consumer differs to the European one; and how he has worked with leading perfumers to adapt to these needs...**



Luxury fragrance business Ajmal Group, which is headquartered in Dubai, is taking on the UK travel-retail market by launching its latest collection into World Duty-Free at London's Heathrow Terminal 4.

The third-generation family business takes a 'farm to fragrance' approach to its products – as a grower, manufacturer, and retailer. It has become a world-leading producer and supplier of rare and fine perfume ingredients, including oud and oud oil, and customises fragrances for royalty in its home market.

It's the first time the business has launched outside of the UAE and CEO Abdulla Ajmal said that expanding through the travel-retail channel was a natural next step.

"It's all about getting our perfumes closer to our customers, something that's been ingrained in our family since the beginning. My grandfather hailed from a small village in Assam, India and understood the importance of reaching out to new markets, so he moved to bring our fragrances to more people. Today, we are available in over 60+ countries across 1000+ sales points," he explained.

"The travel-retail channel made sense when we considered how we could reach even more customers. Airports are bustling hubs filled with people from all walks of life, each with unique stories and experiences. We wanted to be there, offering them a piece of our own story through our fragrances," he continued.

"Finding the perfect scent while on a journey is a special experience. It becomes intertwined with your memories, reminding you of the places you've been and the adventures you've had."

### **The UK: a “strategic destination”**

Most recently, the brand has developed Privé: an exclusive range of five perfume collections, each with three variants, that were created especially for the UK market.

The five collections: Kristaal, Galaxy, Gems, Royal, and Signature are expertly blended with over 20% pure concentrated oil. The bottles themselves are each designed to tell a unique story.

Ajmal said this move represents “a significant milestone” in the business’ international expansion strategy.

“The UK is a strategic destination for several reasons,” he shared. “Firstly, it boasts a sophisticated fragrance market and discerning consumers who appreciate luxury and innovation in perfumery.”

“Additionally, launching Ajmal Privé collection at World Duty-Free, Heathrow Terminal 4, provides us with a prestigious platform to showcase our Privé collection to travellers and consumers from around the world.”

“The UK’s status as a global travel hub further amplifies the reach and visibility of our brand, allowing us to connect with a diverse audience of fragrance enthusiasts,” he continued.

### **UAE v UK fragrance market: the differences**

Under Ajmal's leadership, the brand has diversified its offering to include body care and home fragrance and continues to grow.

He shared that its typical customer values quality, craftsmanship, and exclusivity. “They have a desire to make a statement through their scent, understand the art of scent layering and are adept at creating their signature trail,” he explained.

He also revealed some key expert insights on how the two markets differ.

“In the UAE, fragrance is more than just a scent; it's an integral part of our cultural fabric, deeply rooted in our traditions and identity,” he said. “Our consumers appreciate bold, dramatic fragrances that make a statement and reflect the richness of our heritage. The brand’s UAE customers are connoisseurs of perfumery who value the finest ingredients and craftsmanship in their quest for the perfect fragrance.”

He continued: “On the other hand, European consumers tend to lean towards lighter, more subtle scents. They view fragrance as an expression and exploration, seeking blends that exude sophistication and elegance.”

However, he also noted that over the years, he has witnessed a significant shift in consumer preferences driven by globalisation and increased access to information.

"Regardless of geographical boundaries, there's a growing appreciation for quality and perfection in fragrances," he said. "This evolution has inspired us at Ajmal Perfumes to blend our rich Eastern heritage with insights from Western sensibilities."

He continued: "Through mentorship from esteemed perfumers like Jacques Chabert and collaborations with masters of the craft, such as Dominique Ropion and Alberto Morillas, I have gained valuable insights into both traditional and contemporary fragrance trends. This experience has enabled our brand to create scents that resonate with a global audience while staying true to our roots."

"As we continue to navigate this ever-changing landscape, our commitment remains to craft fragrances that not only smell good but also leave a lasting impression, transcending borders and cultures," he concluded.

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March 28, 2024 🌐 ONLINE


## Ajmal Fragrances: From Farm to Fragrance

[luxurialifestyle.com/ajmal-fragrances-from...](https://luxurialifestyle.com/ajmal-fragrances-from-...)

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LUXURIA LIFESTYLE INTERNATIONAL



MARCH 28, 2024

### AJMAL FRAGRANCES: FROM FARM TO FRAGRANCE

Established in 1951, Ajmal fragrance house celebrates a rich heritage that spans 7 decades in the art of perfumery. Holding the prestigious position of being the world's only international fragrance house that operates a Farm to Fragrance ethos, Ajmal is a grower, manufacturer and retailer of its exquisite collection of perfumes and today is recognised as one of the world's leading authorities in fragrance.

A third-generation family business, what started with Oud, Oud Oil and Oud-based fragrances has transformed into a global fragrance house and is one the world's leading producers and suppliers of the finest, purest perfume ingredients.

Ajmal was the first perfume company to introduce blending Agarwood oil and natural Oriental oils with specialist notes that work for Western fragrances and French perfumes. By merging fragrance concepts from the East and West, Ajmal has illuminated new paths for the global perfume industry and is committed to producing the purest formulations and innovations.

Founded by Haji Ajmal Ali – he had a vision and saw the opportunity in Oud, setting out to cultivate Oud oil derived from Agarwood trees within the Assam region of Northern India. He went on to establish trade with the Middle East and opened his

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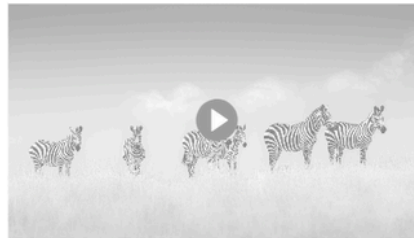
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Presents Morning Breeze - Villa Armani in Costa Blanca



AJMAL FRAGRANCES

Celebrates a rich heritage that spans seven decades in the art of perfumery



JOHAN SIGGESSON PHOTOGRAPHER

Award winning wildlife photography

# February Editorial

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2 pieces



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DIARY's Index page, providing fashion, beauty and lifestyle news, contacts and dates for media, PR &...

44

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22K

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ONLINE

# Ajmal Perfumes appoints UK PR

[diarydirectory.com/newsarticle/ajmal-perf...](https://diarydirectory.com/newsarticle/ajmal-perf...)

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**Ajmal Perfumes appoints UK PR**

Date Posted: Wednesday 14th February 2024


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**Gabrielle Shaw Communications** have been appointed to represent Dubai-based perfumers **Ajmal Perfumes** in the UK. Ajmal is the pre-eminent authority of fragrance in the Middle East.

Gabrielle Shaw Communications have been selected to lead Ajmal's brand positioning, roadmap planning for UK launch, and 360 PR and strategic communications across trade and consumer media

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**CONTACTS**

**Gabrielle Shaw Communications** in 'PR & MARKETING Companies'

2.9K @gshawcoms  
1.1K @gsc\_pr

**Ajmal Perfumes** (beauty, fragrance, grooming & health) in 'Brands'

202.0K @ajmalperfumes

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26.5K

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ONLINE

# Gabrielle Shaw Communications bolsters roster

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