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BY JAMIL KHAN

DUBAI: One of the leading perfume makers in the UAE, Ajmal Perfumes, has decided to invest approximately Dhs50 million to revamp its 120-strong existing outlets across the GCC with a completely fresh and modern retail ambiance, as well as launch a series of new outlets in key markets.

Talking to The Gulf Today, Nazir Ajmal, Chief

Operating Officer and Chief Perfumer, Ajmal Perfumes said, "With 57 years in the perfumery industry, Ajmal fragrances have evolved with the times, to reflect new ideas, trends and preferences. Today we are extending this strategy to our brand and retail philosophy as well. With the world of perfumery being primarily a sensory one, it is essential for the retail environment to enhance and complete this sensory

experience for customers."

He said that the plan of revamping all 120 stores throughout the GCC will be completed in the next three years to kick off the project from Dubai and as next step two major outlets in Kuwait will also revamp in the next couple of months.

There are many facets behind the making of a true family legacy and when it involves the world of fragrances, the imprints are often studied

with passion, inspiration, and a real nose for success. With a legacy dating back nearly six decades, Ajmal Perfumes, one of the region's foremost fragrance houses, journeys on into the 21st century with a stylish new look to match its brand new philosophy, Crafting Memories.

The new retail concept was unveiled today at the Ajmal outlet in Burjuman, the first to undergo the series of revamps. The new

look boasted a whole new open-plan layout where customers can enjoy the experience of Ajmal's fine fragrances, oudh and oils within a spacious, stylish and contemporary environment. The subtle ambient lighting, absence of enclosed display areas and the arrangement of fragrances from light, medium to strong have all been designed for consumers to freely interact with the vast range of Western and Oriental fra-

grances, which Ajmal believes is essential for a satisfying retail experience.

The new philosophy, Crafting Memories, reflects the foundations and beliefs on which the Ajmal legacy has been built on. It is inspired from the belief that fragrances have the power to evoke a union of all five senses within an individual, and it is this union of senses that creates lasting memories of the special moments in people's lives.

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