

UAE Luxury Fragrance house, Ajmal Perfumes, Ploughs ahead with Asian expansion plans.



July '10 - New high-end boutique in Kuala Lumpur, Malaysia, to capitalize on the countrys robust luxury retail sector and booming tourism.

One of UAEs finest fragrance houses, Ajmal Perfumes, has opened its first flagship boutique outside the GCC, in the vibrant capital city of Kuala Lumpur, Malaysia. Located in Pavillion Kuala Lumpur, the countrys premier luxury shopping destination that is said to rival Tokyo's Ginza and New York's 5th Avenue retail districts, the new boutique marks a key milestone in Ajmal Perfumes evolution to become a true global luxury fragrance powerhouse. The company has invested over AED3.4mil behind the new boutique, which is the first in a larger international expansion plan.

With nearly 60 years of heritage and expertise in the fragrance industry, Ajmal Perfumes has established a formidable presence in the GCC as one of the regions most premier fragrances houses. Its clientele, which have long included the regions royalty, have come to expect the highest quality of oils and fragrances synonymous with the Ajmal brand. With its progressive philosophy and nose for latest trends and developments in the world of perfumery, Ajmal Perfumes is now poised for international exposure.

"The boutique in Pavilion Kuala Lumpur is the first leg of our larger international expansion strategy into key global markets. Although the Western markets are experiencing a slowdown, the retail sector in South East Asia continues to remain robust. As such we have delayed our plans to open our boutique in London for another year, and have decided instead to move ahead with our Asian-expansion phase. Malaysia is a viable stepping stone for Ajmal Perfumes foray into other Asian markets because of its dynamic consumer mix and high consumer spending power said Abdulla Ajmal, Deputy General Manager, Ajmal Perfumes.

The retail landscape in cities like Kuala Lumpur is seeing a steady expansion in the demand for luxury and premium brands. On one hand, Malaysian consumers are increasingly well-traveled and hence exposed to diverse and international brands. On the other hand, Kuala Lumpur is a major world tourist destination. It is an international shopping haven especially for Arab nationals. As such we are confident that Kuala Lumpur is an ideal market for Ajmal Perfumes expansion into Asia where it will be well received as a global premium fragrance brand, added Abdulla Ajmal.

The Malaysian government is targeting 24 million tourist arrivals for 2010, with

estimated revenue of RM54bil (USD16.7bil). In 2009, Malaysia welcomed more than 23 million tourists, of which close to 285,000 were Arab nationals