

Crafting Memories through the world of fragrance

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Crafting memories through the world of fragrances

UAE-based perfume manufacturer and retailer Ajmal Perfumes recently unveiled its new retail philosophy as part of its revamping and expansion strategy

With a legacy dating back nearly six decades, Ajmal Perfumes journeys into the 21st century with a stylish new look to match its new retail philosophy and brand image: Crafting Memories. Ajmal plans to invest about US\$13.6 million over the next three to five years to revamp its 120-outlet retail network across the GCC with a fresh and modern ambience, and expand into key markets by launching a series of new outlets.

The new retail concept was unveiled recently at Ajmal's Burjuman outlet, the first to undergo a revamp. The outlet now sports an open-plan layout with subtle ambient lighting and fragrances methodically arranged from light to medium to strong. The absence of

enclosed display areas enables customers to freely interact and experience the vast range of Western and Oriental fragrances, oudhs and oils in a spacious, stylish and contemporary environment - which Ajmal believes is essential for a satisfying retail experience.

"In the 57 years that Ajmal has been in the perfumery business, its fragrances have evolved with the times to reflect new ideas, trends and preferences," says Nazir Ajmal, chief operating officer and chief perfumer, Ajmal Perfumes. "Today we are extending this strategy to our brand and retail philosophy as well by evolving a retail environment that provides a complete and exhilarating sensory experience to our customers. After all, in the final analysis, the world of

perfumery is essentially a sensory one."

According to Nazir Ajmal, Crafting Memories reflects the foundation on which the Ajmal legacy has been built. "It is inspired by 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 special moments in people's lives," he adds.

Ajmal's legacy was born in the north-eastern Indian state of Assam when founder Haji Ajmal Ali first began trading in the lucrative oudh industry. Derived from the essence of agarwood trees, oudh takes up to 20-40 years to harvest and can cost tens of thousands of dollars per kilo. As demand for oils and fragrances made from oudh grew, Ajmal became a key supplier of good quality oudh to the Middle East. Today Ajmal Perfumes, managed by the second and third generations of the Ajmal family, is a sprawling business with an annual turnover of over US\$200 million.

To cater to increased demand for its fragrances following its rapid growth in the region, Ajmal invested \$9.5 million in 2004 to build a 150,000 sq ft manufacturing facility in Dubai's Al Quoz Industrial zone. The unit uses the latest technology to research and develop key processes of blending, filling and packaging to produce up to 50,000 bottles of fragrances per day for regional distribution. Affiliated to the Saudi Arabian Standardisation Organisation (SASO), its state-of-the-art R&D facility has been granted the authority to issue regulatory compliance certificates on behalf of SASO to regional or international perfume brand that seeks to enter the Saudi Arabian market from the UAE. ■



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