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There are 1 clipping(s) in 1 part(s) with summary available in: English

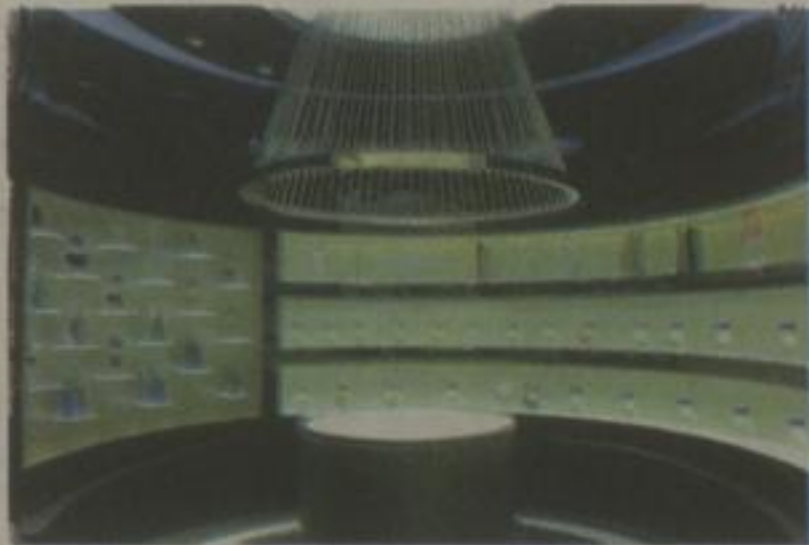
Published on: 15/07/2010 Name: The Gulf Today  
Section: business Country: United Arab Emirates  
Edition: 91 Language: English  
Page: 33 Circulation: 46,200  
Size: 23 cc Distribution: BH, IN, OM, QA, AE, GB  
Ad Value: \$313.08



## Eternal by Ajmal now at Wafi City

**B**orn out of the core belief that perfumery is an intricate art form, Ajmal Eternal, now relaunched as 'Eternal by Ajmal' opens the doors to its opulent new boutique at Wafi City. Steeped in a luxurious fusion of old-world Arab charm and modern chic, 'Eternal by Ajmal' is a sensory experience that brings together fine art and exquisite fragrances to tantalise connoisseurs.

Housing an exclusive range of handcrafted Murano glass objects d'art and the finest of Ajmal perfumes and oils including Mukhallats and Dahn Al Oudhs, the new boutique, designed by UK based luxury design house, Caulder Moore, boasts a stunning interior that is rich and bespoke, yet cosseted and



intimate.

The interior provides for three distinctive spaces that house the various collections of artifacts and fragrances. 'The Gallery' area holds exclusive Murano glass pieces displayed in illuminated recesses and pearlised pedestals set against a clear glass bead resin-studded wall.

'The Emporium' is where clientele can create bespoke perfumes from an impressive range of Arabic and French fragrances. The 'Oudh Sanctuary' set into a beautiful gold mosaic wall, houses some the

world's most expensive Oudh oils and chips.

"Eternal by Ajmal is a unique retail concept that has successfully catered to affluent Middle Eastern clientele with a taste for fine fragrances and art.

The re-branding exercise along with the new flagship boutique at Wafi City seeks to elevate the brand into an international luxury brand that caters to a wider and more global audience", said Nazir Ajmal, chief operating officer and chief perfumer, Ajmal Perfumes.

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