

Crafting Memories through the World of Fragrances

There are many facets behind the making of a true family legacy and when it involves the world of fragrances, the imprints are often studded 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 stylist new look to match new philosophy, Crafting Memories. The new retail concept was unveiled today at the Ajmal outlet in Burjuman, the first to undergo the series of revamp.

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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, oudhs 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 fragrances, 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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