

Eternal by Ajmal


Ajmal Eternal, now re-launched 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 tantalize 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.

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 **23 June 2010**
Luxury and opulence Reimagined

Dubai: Born out of the core belief that perfumery is an intricate art form, Ajmal Eternal, now re launched 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 tantalize 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.

Every ornate detail from its solid black façade, gold framed window recesses and smoked translucent glass exterior has been designed to invite clientele into a world of opulence. The play of lighting through illuminated recesses within the store and a breathtaking grand black glass chandelier set impressively into a gold recess in the ceiling creates an almost ethereal quality to the exquisite Murano glass and perfume displays.

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 pearlized 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. They can also choose from a delectable collection of bespoke Murano glass bottles in which to decant their perfumes and personalize their selection.

The 'Oudh Sanctuary', set into a beautiful gold mosaic wall, houses some of the world's most expensive Oudh oils and chips. These traditional oils are displayed in grandeur in illuminated white recess and gold Murano glass bowls while Oudh chips burn silently on stone plinths to enhance the client's experience within the boutique.

"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.

Distinct, one-of-a-kind and premium from design to offering 'Eternal by Ajmal' reinforces the timeless link between art and perfumery through myriad forms that transcends all boundaries, personifying the core belief that Art is Eternal!

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About Eternal by Ajmal:
Eternal by Ajmal, formerly known as Ajmal Eternal was conceived in 2001. It marked the company's foray into the art world by introducing its elite and discerning clientele to a whole new retail experience steeped in luxury. Born out of the core belief that perfumery is an intricate form of art, Eternal by Ajmal offers its clientele the most high end French and Oriental fragrances created by Ajmal and a range of glass objet d'art from the town of Murano, outside Venice in Italy.

The former boutique in Emirates Towers Boulevard has now been replaced by the new flagship boutique in Wafi City. Eternal by Ajmal boutique is also located at the Al Hana Tower in Abu Dhabi. In line with its association with art and reinforcing the link between art and perfumery, Eternal by Ajmal supports art in its myriad forms through niche art exhibitions that showcase the works of local artists from across the region.

About Ajmal:
Ajmal, in its nearly 60 year history of creating fragrances, has mastered the art of perfume making and occupies a unique niche in the world of perfumery in the Middle East. Today, Ajmal is a regional corporate entity with a vast portfolio of the finest and most captivating fragrances available in the region. Ajmal has established a strong presence in the Middle East with over 130 exclusive retail outlets, including 44 in the UAE, and hundreds of dealerships across the Middle East. More information on the company and its portfolio of

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