

Ajmal welcomes social media experts during Ramadan in Dubai

Influencers from the Kingdom of Saudi Arabia experience 48 hours in Dubai during Ramadan with an added fragrance

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Press Release



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The region's premier award-winning fragrance house, Ajmal Perfumes welcomed a group of influential instagrammers from Saudi Arabia to experience the journey of perfume making as part of the #MyDubaiRamadan initiative. Ajmal Perfumes provided an exclusive tour and experiential of the 150,000 square foot state-of-the-art manufacturing plant which houses manufacturing units, a fully automated packaging division and an extensive Research and Development (R&D) wing. This well-equipped Ajmal plant serves as the fragrance house's main base for production of its complete product range including oriental and western fragrances.

To celebrate the spirit of the holy month of Ramadan, which is one of the most important and reflective times in the Islamic calendar, Ajmal opened up its doors for the first time to some of the greatest social media influencers in the region and gave them an unforgettable experience by unveiling a few of its top notch scent blending secrets.

With Ajmal's presence in UAE for over six decades, providing oriental fragrances to the people for three generations in a row, it has earned its space in the cultural fabric and heritage of this modern country.

Abdulla Ajmal, General Manager, Ajmal Perfumes, stated, "Tourism is a central pillar of Dubai's economic growth and diversification. The Tourism Vision for 2020 will further leverage the sector by broadening Dubai's offering across events, attractions, infrastructure, and services. The Ramadan in Dubai is a noble inventiveness undertaken by the government of Dubai."

"Saudi Arabia represents one of Ajmal's largest retail markets because of its high consumer spending power and modern retail infrastructure. The Saudi consumers are familiar with the superior quality and appeal of Ajmal fragrances, therefore it is natural to welcome them into our luxurious world of exotic fragrances, and offer them a holistic and educative sensory journey," he added.

A group of eight highly popular social media experts with a mass following of thousands of followers were given a first-hand experience on the world of perfumery. Amongst them, were Darin Al Bayed, Mashael Al Turki, Wedd Osama, Hind Al Saigh, Amirah Al Abbas, Marwa Salem, Khairyah Abulaban and Mahmoud Saad, each an expert on their own, with some having followers reaching up to 1 million in numbers.

Ajmal Perfumes have been trading in the Oudh industry for over 6 decades and have a wealth of knowledge on the intricate history of perfumery in the Arab world. This has enabled the brand to keep their finger on the consumer pulse, and stay on top of key trends in the regional and international fragrance industry. Today the company plays an integral role in the globalization of the region's fragrance industry.