

Ajmal launches four of the best for travel retail



Ajmal's four new fragrances, marked from I to IV, are designed to attract through their mesmerizing notes

Ajmal is set to introduce four products that are exclusive to travel retail under the Ajmal Gold Collection.

The four fragrances, marked from I to IV, are each designed to attract through their mesmerizing notes.

Ajmal Gold Collection I: This fruity floral accord from the Ajmal Gold collection, has top notes of fruity plum and strawberry, entwined with rose, jasmine and geranium. Patchouli and amber provide longevity and warmth.

Ajmal Gold Collection II: This fresh, spicy floral accord opens with the spicy freshness of bergamot, cypress and ylang. As it mellows, a floral heart is revealed baring rose, jasmine and tuberose. Musky woody base notes comprised of musk and sandalwood provide longevity wrapped around the mystique of amber.

Ajmal Gold Collection III: This fresh, fruity accord opens with mandarin, grapefruit and peach notes. As the top settles, a floral woody heart is revealed combining rose, violet and patchouli. Musk and moss provide mild freshness at the base.

Ajmal Gold Collection IV: This fresh, aromatic accord has top notes of bergamot and grapefruit. Lavandin and cardamom combine to provide a spicy trail to the freshness. Amber, patchouli and oakmoss at the base provide an oriental twist to the base.

Ajmal has achieved new airline listings with carriers such as Rossiya Air, Utair and Royal Air Maroc among the 20 airlines listing its products. The company has also increased its listings on airlines including Kenya Airways, South African Airlines and Ethiopian Airways.

"I feel there is a demand for Ajmal products on account of our unique, long-lasting fragrances, pure ingredients and beautiful bottles," Oscar Menezes, Head Travel Retail And Exports, told *Gulf-Africa Duty Free*.

“We are doing exceptionally overall,” he continued. “We have seen 15% growth in business over the last year, thanks largely to an increased presence in existing travel retail environments and some new introductions.

“We have recently entered the Russian travel retail market and business there has been promising. Our sales with Best Value in Romania are simply phenomenal, it shows people are looking to have something unique and exquisite. We are hoping that the duty free operators take note of this and give us the opportunity to offer customers a unique offering through their outlets.”

In travel retail, Ajmal is witnessing “a lot of churn” in the industry and, thanks to this, it has an opportunity to get into new locations and airlines.

“Growth has always been on our agenda, since we are still not across the length and breath of the travel retail spectrum,” said Menezes. “Our main focus is to introduce unique fragrances, keeping in mind the taste of the customers. We believe we have the product mix to entice the traveler, and we are happy that this belief is being adopted through more locations around the world.”