

“A celebration of individuality”: Ajmal Perfumes unveils The Untold Stories



Ajmal introduces a new range: The Untold Stories

Ajmal Perfumes – with a legacy of over 74 years in fragrance mastery – has launched The Untold Stories, a collection that reflects not only the brand’s heritage but also its bold creative evolution.

Designed as an ode to unfiltered expression, The Untold Stories moves away from the conventions of commercial perfumery and instead champions the artistry of perfumers, the often-unsung voices behind the world’s most iconic scents.

The vision for this collection was shaped by Abdulla Ajmal, the Ajmal Group CEO, and creative force behind the concept. Inspired by a desire to reimagine the industry’s traditional top-down approach, he chose to place perfumers at the center of the storytelling process. Rather than working within pre-defined briefs, or market trends, each perfumer was invited to craft a fragrance based purely on personal inspiration, memory, and emotion. As Abdulla Ajmal said, “We didn’t want perfumes shaped by strategy, we wanted stories shaped by soul.”

This ‘no brief’ model created an open space for exploration. Over 18 months, Ajmal received hundreds of global submissions. The evaluation process was carried out blind to eliminate bias and ensure that the final five fragrances were selected purely on artistic merit and sensory resonance. The result is a truly diverse and emotionally charged lineup: five distinctive fragrances, each representing a chapter of the collection and a personal journey of its creator.

The Untold Stories, Chapter by Chapter

Chapter 1 by Maxime Exler captures the golden warmth of fig orchards in southern France, evoking childhood memories and boundless curiosity while Chapter 2 by Dalia Izem is a meditative tribute to black tea, inspired by her ritual of discovery, her love for tea, which has shaped her mornings.

Chapter 3 by Benjamin Bélizon offers a luminous take on osmanthus, drawn from his time in Shanghai; delicate, fruity, and quietly powerful and Chapter 4 by Nathalie Lorson pairs rich black cherry with smoky leather, celebrating contrast, sensuality, and unapologetic sophistication.

Chapter 5 by Coralie Spicher and Fabrice Pellegrin is a conceptual, layered composition inspired by ink; its permanence, mystery, and creative possibility.

The Untold Stories honors Ajmal’s dual identity as an Emirati brand with Indian roots while presenting a fragrance experience with global appeal. From design to formulation, every element of the collection has been considered with the same care and creativity as the perfumes themselves.

With this launch, Ajmal Perfumes said it moves into new territory: “creating perfumes that aren’t just worn but felt, fragrances that don’t just smell beautiful but mean something”. The Untold Stories redefines what modern luxury perfumery can be, authentic, personal, and fearlessly original.