

# Ajmal Perfumes opens new boutique at Muscat Duty Free



The recently launched Evoke Midnight Edition for Her, available in Muscat, represents a seamless blend of artistry and innovation within the fragrance industry, crafted to resonate with a woman's adventurous soul, making it a signature scent for moments of uninhibited self-expression

Luxury fragrance house Ajmal Perfumes has expanded its travel retail presence with the opening of a new boutique at Muscat Duty Free in July 2024. This move strengthens the company's foothold in the duty free sector, where it now operates in over 66 international locations.

## Expanding global reach

The new boutique at Muscat International Airport is strategically positioned to serve the 12.6 million annual passengers transiting through the facility. It joins Ajmal's existing network of duty free locations in major cities worldwide, including London, Kuwait, Bahrain, Cairo, Lagos, Cyprus, Casablanca, Bucharest, Hamburg, Frankfurt, Munich and Vienna. The company also maintains a strong presence in UAE airports, with stores in Dubai, Abu Dhabi and Sharjah.

Travelers visiting the Muscat Duty Free boutique will find an exclusive selection of Ajmal's perfumes, body mists, deodorants and Dakhoons. The store will also feature attractive packaging and gift sets designed for convenience-seeking travelers.

Abdulla Ajmal, CEO of Ajmal Perfumes, commented on the new location: "We want travelers from all over the world coming to Muscat to have unparalleled access to our exclusive collections, specifically tailored for airline and duty free customers. Our goal is not only to offer perfect gift and souvenir options but also to make it easier for travelers to indulge in our fragrances for their personal use. This expansion highlights our commitment to providing high-quality, accessible luxury to a global audience."

This latest expansion into Muscat Duty Free highlights Ajmal Perfumes' ongoing efforts to broaden its reach and connect with a global audience of travelers while maintaining its commitment to excellence and customer satisfaction.