

Popular fashion brands AND & Global Desi launch their first-ever fragrance series in collaboration with Ajmal Perfumes



Maharashtra, Mumbai, Apr 10, 2021 ([Issuewire.com](https://www.issuewire.com)) - House of Anita Dongre launches its signature fragrances that define the spirit of the AND & Global Desi women. An endeavor is undertaken with the expertise of Ajmal Perfumes, a homegrown perfumery brand with a rich heritage acquired through 70 years of experience.

AND, Global Desi and Ajmal Perfumes have co-created the fragrance lines through extensive feedback from over 600 loyal consumers of the brands. Out of a multitude of fragrance samples, 8 fragrances were finalized for each brand respectively. These 8 fragrances were then sent to their outlets located across India for their loyal consumers to experience. The perfumed bouquet that came to be the brands' signature scents were the ones that their loyal consumers consistently picked as the best out of the carefully curated samples. The scents outline the ethos of the two brands AND reflecting the fiercely independent and confident persona and Global Desi imbibing notes of wanderlust and artistic whimsy.

"AND & Global Desi have always aimed at creating fashion that is accessible, empowering, and inclusive for the evolving Indian woman. To create unique and quality fragrances, a partnership with a market leader like Ajmal Perfumes is another step in that direction," **says Anita Dongre, Chief Creative Officer, House of Anita Dongre.**

Commenting on the collaboration, **Abdulla Ajmal, Business Mentor and Perfumist, Ajmal & Sons – India**, said, *"We are the only farm-to-fragrance perfume house in the world with access to raw materials and ingredients grown in our plantations in India. This is because we are growers first. We respect craftsmanship. We have over seven decades of experience in crafting signature fragrances for some of the biggest fragrance houses, worldwide. With this collaboration, we wanted to create a special line of fine fragrances tailored-to-perfection for Indian sensibilities. We have delved into the universe of olfactory ingredients that is familiar and comforting to the Indian sensibilities, and along with that, driven by the feedback from AND & Global Desi consumers, we experimented with the tried-and-tested classic fragrance pyramids to create a line spanning over 16 fragrant compositions meant to evoke your memories and emotions."*

Kavindra Mishra, Managing Director, House of Anita Dongre said, "AND & Global Desi are extremely customer-centric brands that have established themselves as household names over a period of time. As brands led by innovation, we were on the lookout for the next customer experience that would elevate our offerings. It was then that we decided to partner with Ajmal Perfumes that shared the same values as ours built on a strong DNA, heritage, and legacy."

Elaborating on the retail strategy, **Saurav Bhattacharya, President – Operations, Ajmal & Sons – NHA Division, India**, said, "This collaboration allows us to introduce high-quality fragrances at an accessible price point with complete control over quality that reflects in the final product. The Body Mist is an interesting category priced very attractively to serve as an invitation for potential and aspiring AND & Global Desi consumers to enter the perfumery segment. With quality and pricing as the key components, the co-brands will offer 28 different products across EDP and Body Mist categories, which will retail across online and offline channels. For online, the aim is to launch the product on top e-commerce platforms, and for offline, the brand plans to expand the business to 1500+ Points of Sale, which include AND & Global Desi exclusive brand outlets, apparel multi-brand outlets, beauty stores, and Ajmal owned stores."

AND FRAGRANCES crafted by AJMAL

AND Fragrances are designed to appeal to well-traveled, fiercely independent, confident women who are drawn to fluid silhouettes, soft colors & botanical elements. In tune with the garments, these delicate floral fragrances are designed to be glamorous yet comfortable. Cheerful, Romantic, Carefree & Enigmatic – the fragrances are inspired by the many shades of the AND woman. The range comprises of 4 Eau De Parfums and 4 Fragrance Mists.

Price Points: EDP: 100 ml is for INR 1800; 50ml is for INR 1200 | Body Mists: 200 ml is for INR 400

GLOBAL DESI FRAGRANCES crafted by AJMAL

Global Desi fragrances, comprising of 4 Eau De Parfums and 4 Fragrance Mists that capture the free-spirited, alluring, mystical and independent essence of the Global Desi Woman. A tribute to her artistic expression, each fragrance from the Global Desi range, is mindfully created to cast an olfactory spell that conjures up impressions of the wonderland that exists in her heart and soul, a place from where she derives her grit and charisma.

Price Points: EDP: 100 ml is for INR 1600; 50ml is for INR 1000 | Body Mists: 200 ml is for INR 350

The fragrances are available across India in all AND & Global Desi exclusive stores, brand websites www.andindia.com, www.globaldesi.in, <https://in.ajmalperfume.com>, and 3rd party e-commerce platforms alongside Department Stores.

About Global Desi:

Global Desi is an India-inspired young, colourful, boho-chic brand with global appeal. Any woman wherever in the world she may be – who loves, lives, and breathes the vibrancy of India prints and influences will find a little bit of herself in this label.

About AND:

AND makes up-to-the-minute global styles for the contemporary Indian woman. It is India's exclusive western wear label that caters to the sensibilities of the go-getter Indian woman. AND understands her sense of fashion, comfort, and self with equal ease.

About Ajmal Perfumes:

At Ajmal Perfumes, the art of perfumery is crafted into a science of everlasting memories through their fragrances. Ajmal stands strong as a corporate entity with a vast portfolio of over 300 of the finest and most captivating fragrances. The brand has a strong retail presence with over 240+ exclusive retail outlets across the GCC and the World. Ajmal also has a presence on the international front; currently exporting to 45+ countries across the globe and with an exclusive presence through select 30 global Duty-Free locations and International Airlines.

In India, Ajmal Perfumes is available at 3000 Points Of Sale across a mix of channels which comprise Modern Trade, E-commerce, General Trade, Multi Brand Outlets and Owned Retail. Ajmal Perfumes are now available at select stores in Shoppers Stop, Dabur NewU, Parcos, The Olfactive, JadeBlue, Wellness Forever amongst others. In e-commerce, Ajmal is present across approximately 40 sites where Ajmal is one of the biggest single-brand perfumery house.



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