

Brand
OVERVIEW



RAMASAT





The ROYAL EXPERIENCE

Ramasat is the modern evolution of a historic British perfume house, originally founded in 1971.

Acquired and reimagined by an Emirati group specializing in perfume design and creation, the brand now bridges British refinement with the richness of Arabian fragrance traditions, crafting perfumes that embody timeless sophistication, bold creativity, and cultural harmony.

The ROYAL SCENT REIMAGINED

The scent of Ramasat draws its elegance from the tradition of British perfumery, where subtlety, refinement, and timeless sophistication have long reigned supreme.

Rooted in this heritage, Ramasat builds upon the classic structures of British fragrances, light floral bouquets, crisp green notes, and a gentle whisper of woody sophistication.





The ROYAL SCENT REIMAGINED

But what truly sets Ramasat apart is its infusion of Arabian opulence - a bold and enchanting layer that transforms the familiar into something extraordinary.

The result is a scent profile that feels both regal and adventurous. It is a harmonious fusion: familiar enough to feel timeless but with an undeniable edge that only Arabia can bestow.

Ramasat is a story told through scent - a tale of cultural exchange, refinement, and boldness.



Our BOUTIQUES

Our RETAIL PRESENCE

Ramasat occupies prime locations in prestigious malls and major retail hubs across the UAE and Bahrain, ensuring our presence at the heart of the region's luxury shopping destinations.

With a strong commitment to expanding our footprint, we are actively pursuing regional growth to bring the Ramasat experience to more discerning customers.



The LONDON FLAGSHIP

Looking ahead, we are proud to announce plans for a flagship store in London, which will showcase our brand's unique creations on an international stage.



The 12 RETAIL BRANCHES

UAE

Dubai Mall (2 Branches)
Souk Al Bahar
Dubai Hills
Dubai Festival City
Jumeirah Al Qasr
City Walk
Reem Mall
Al Ain Mall

BAHRAIN

The Avenues
Marassi Galleria

Lebanon

DownTown

UK

London (coming soon)

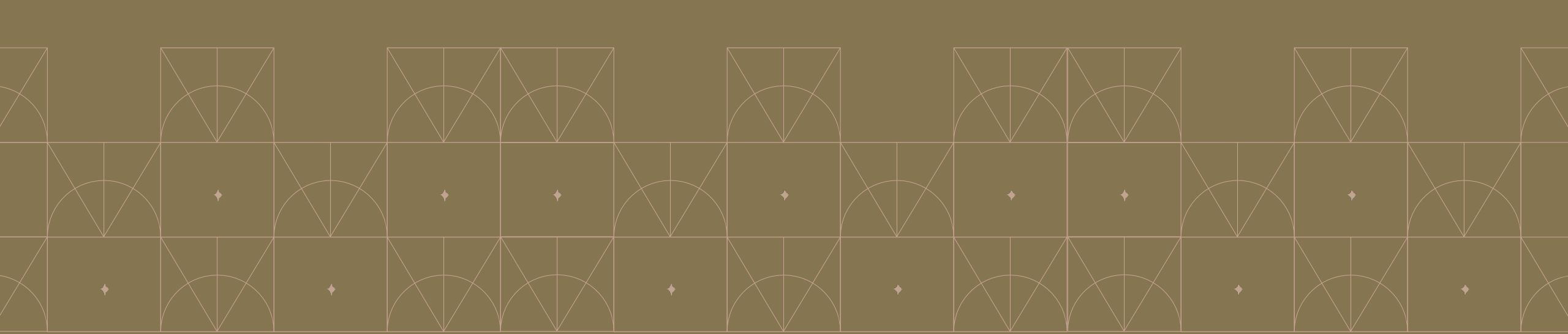


New RETAIL LOOK & FEEL

Our new retail space design embodies an elevated look and feel, blending sophistication with openness to create an inviting and luxurious shopping experience.

Each store has been thoughtfully designed to highlight our flagship fragrances, with an emphasis on showcasing their artistry and craftsmanship.

This refined concept will be gradually implemented across all our locations, setting a new standard for elegance and enhancing the way customers connect with the world of Ramasat.



Our CLIENTELE



Our **CLIENTELE**

Ramasat caters to a discerning clientele who seek sophistication, elegance, and timeless luxury.

Our audience includes individuals who appreciate the refined craftsmanship of artisanal perfumes and are drawn to the unique fusion of Arabian heritage with the British sophistication.

Sophisticated and affluent demographic that values exclusivity and tradition with a contemporary twist.

This group spans both genders, aged 30-55, who are well-traveled, culturally curious, and discerning in their tastes. They appreciate artisanal craftsmanship, heritage brands, and unique storytelling behind luxury products.



The **VISUAL STOPPING POWER**

Ramasat's products are a true feast for the senses, captivating at first glance with their visually impactful designs. Our iconic bottle language, crowned by the elegant horse's head emblem, reflects the majesty and artistry at the heart of our brand.

The Gold Line, with its exquisite gold shavings suspended in luxurious fragrances, is a testament to our dedication to creating products that command attention.

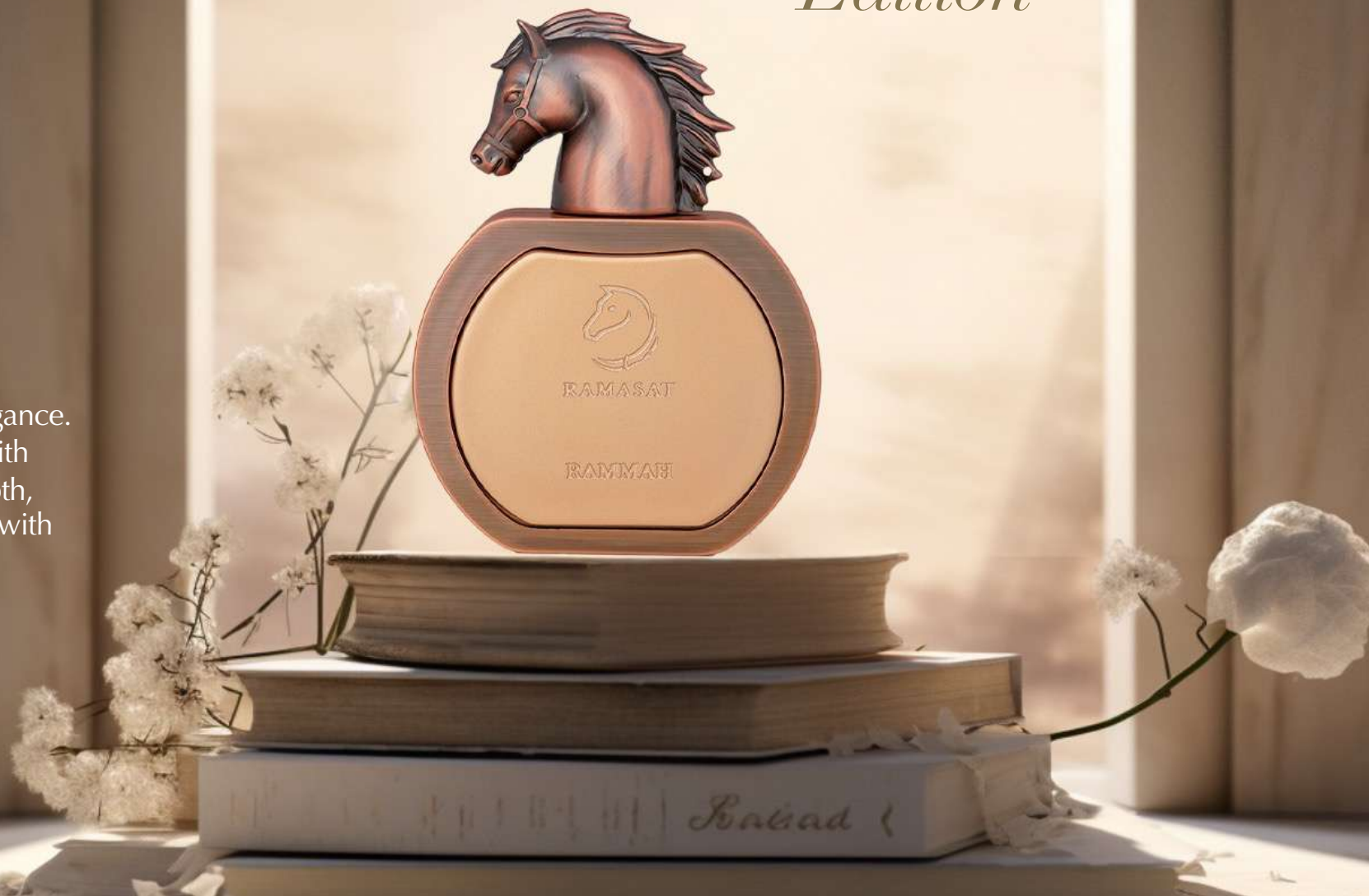
These striking elements have undeniable stopping power, drawing curiosity and inviting trial. Once experienced, our fragrances transcend beauty, as customers fall deeply in love with the unforgettable scents within.

Our
FRAGRANCES

Al MEYDAN

Edition

A tribute to power and elegance.
Each fragrance is crafted with
bold contrasts and rich depth,
blending Eastern mystique with
timeless sophistication.





The **ROYAL** *Edition*

An homage to grandeur, the Royal Edition embodies the essence of regal elegance. Each fragrance in this collection tells a story of majestic heritage and refinement.

The GOLD *Line*

The Gold Line exudes radiant everyday royalty, offering fragrances infused with the opulence of gold petals. This collection balances warmth and grace, making it an exquisite choice for the modern connoisseur.



Al KHAYALA *Line*

They move with quiet strength and undeniable grace the kind of presence that lingers long after they've left. The Al Khayala Line is inspired by such souls, weaving scent into identity with depth and elegance.



Fragrance *Sets*

For those who cherish scent as a personal ritual or a meaningful gift, each set brings together iconic fragrances and thoughtfully chosen companions, beautifully presented in elegantly crafted boxes. Whether gifted or collected, these curated ensembles transform every moment into something truly unforgettable.



Pure Oud Oil

Captures the purity and prestige of aged Indian agarwood in its most refined form. Each vial is a deep, resonant tribute to tradition. Rich, unfiltered, and enduring, these are the heartbeats of heritage.



Oriental Oils

An ode to Eastern luxury, blending precious ingredients with layered complexity. From golden musk to rich spices and rare woods, each oil is crafted for presence, elegance, and emotional depth.



Musk Perfumes

An intimate expression of elegance that lingers gently on the skin. Each blend is crafted for quiet impact, evoking warmth, purity, and timeless grace.



All Over Mist

A refreshing way to wear fragrance, each mist brings a unique mood to life. From bright and uplifting to warm and grounding, these scents are perfect for layering or a quick refresh throughout the day.



Hair Mist

A delicate veil of fragrance that moves with you, light, elegant, and effortlessly long-lasting. A polished finishing touch that enhances everyday beauty and elevates your personal ritual.



Body Mist

A light and effortless way to express your scent story. From playful and vibrant to smooth and sensual, each mist brings mood to skin with a refreshing touch. Perfect for daily wear, layering, or moments of spontaneous indulgence.



Junior Perfumes

Thoughtfully created for young hearts, the Junior Collection offers delicate, uplifting scents that feel like a gentle hug. Perfect for daily wear or a meaningful first fragrance. A charming introduction to the world of scent, crafted with care.



Gifting Mini Sets

Made for sharing moments through scent. Thoughtfully paired fragrances and accessories come beautifully boxed for easy, elegant gifting. A perfect way to celebrate, connect, or simply indulge.





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