



TAIF AL EMARAT

CORPORATE PROFILE

taifalemarat.com



INTRODUCTION

Taif Al Emarat stands as the quintessential voice of Emirati perfumery, a niche fragrance house born from a profound journey of passion and artistry, guided by an unwavering belief in the transformative power of scent.

The story began in 2003 with a visionary quest to capture the essential beauty of nature’s finest floral scents, such as lily, jasmine, gardenia, and orange blossom, and share them with the world. Yet, this initial aspiration was the beginning of a greater destiny. The brand's identity was forged through an organic dialogue with the Emirati people, who, with their deep-rooted love for perfumery, masterfully wove the soul of their heritage into these compositions. They introduced the rich, resonant notes of amber, oud, musk, saffron, and frankincense, creating an alchemical fusion that would become the very DNA of our house. Today, Taif Al Emarat is the fragrance of a nation, an olfactory emblem of exquisite craftsmanship, rooted storytelling, and profound cultural pride. Our portfolio spans a wide range, from deep oriental masterpieces that reflect ancient traditions to lighter, modern scents that resonate with today's spirit. Each fragrance showcases the beautiful balance of our heritage, offering a timeless experience for those who seek beauty with profound meaning.



FROM THE CEO

Since our founding in the United Arab Emirates, Taif Al Emarat has evolved into a leading voice in perfumery, expanding across the GCC and beyond with an unwavering commitment to excellence. This strategic growth reflects more than just scale; it affirms our role as ambassadors of Emirati craftsmanship and culture. We take great pride in offering our clients exceptional products shaped by deep experience, continuous innovation, and an uncompromising focus on quality.

By upholding the highest international standards and integrating forward-thinking systems into our operations, we ensure that each creation not only meets but consistently exceeds expectations.

From the UAE to the world, Taif Al Emarat stands as a symbol of heritage, refinement, and global ambition.

HAITHAM ABDUL BAKI
(Chief Executive Officer)

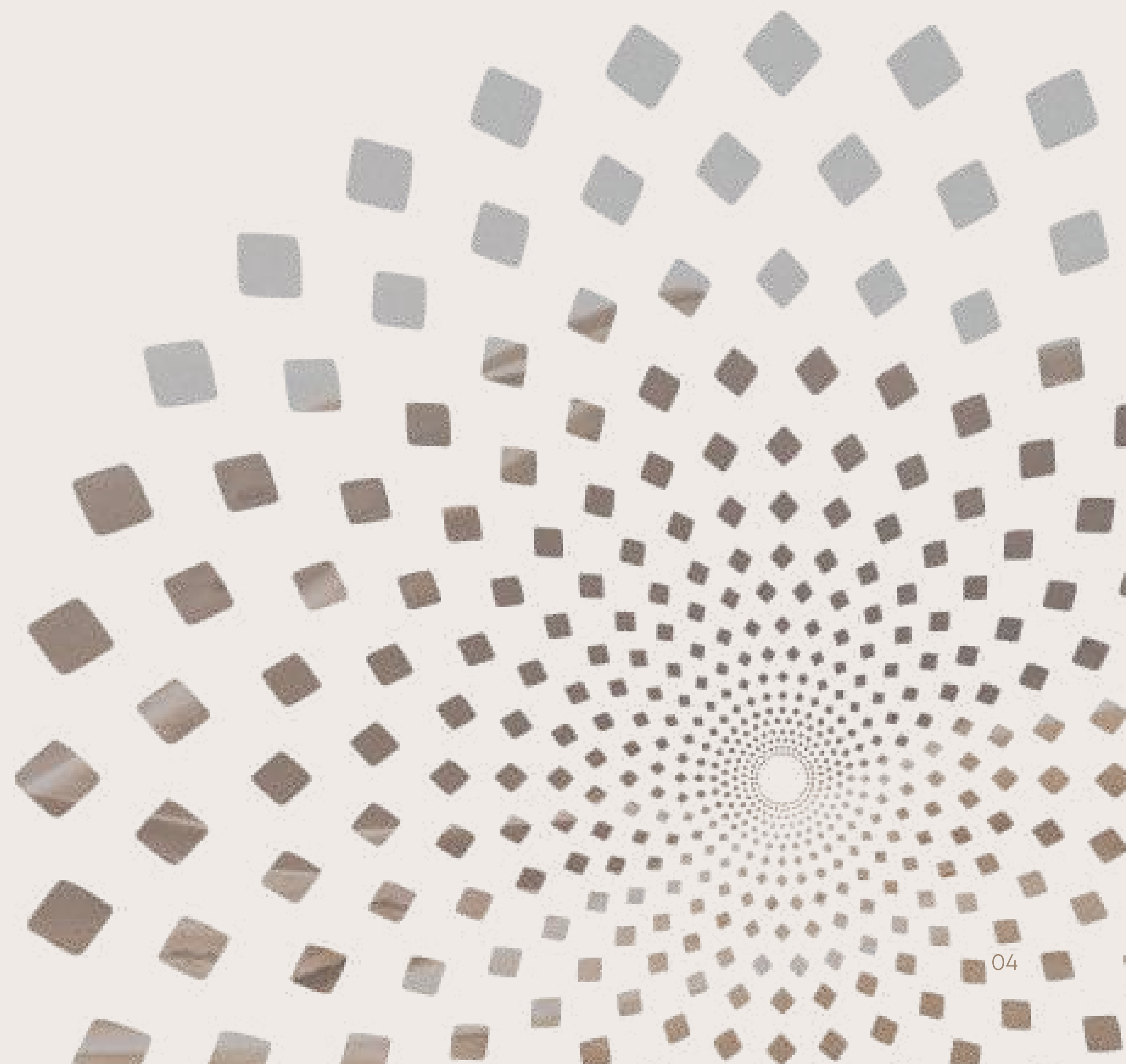
COMPANY OVERVIEW

From a visionary idea born in 2003, Taif Al Emarat has risen to become a leader in the niche fragrance market. Launched in the UAE and inspired by the nation's rich cultural heritage, our brand has expanded its influence across the GCC and into international markets, bringing the essence of Arabian perfumery to a global audience.

Since our beginning, we have dedicated ourselves to the art of perfumery. We craft fragrances that celebrate identity, honor heritage, and capture timeless beauty. This commitment is supported by our modern manufacturing facility in the UAE, along with a well-established supply chain that gives us full control over every stage of production, from sourcing ingredients to the final blend. This allows us to deliver an experience of unmatched quality, projection, and consistency in every product.

Today, Taif Al Emarat has a strong retail presence with over 80 boutiques in key locations throughout the UAE, GCC, Egypt, North Africa, and the Levant. Our growing footprint is enhanced by an active online platform, making our fragrances accessible to a global audience.

As we continue to grow, our purpose stays clear: to embody the excellence of the UAE and share its legacy of craftsmanship with the world. Taif Al Emarat is more than a brand; it is a continuing narrative of the Arab world's enduring contribution to the art of scent.





CRAFTSMANSHIP & MANUFACTURING

At the heart of Taif Al Emarat lies a profound commitment to craftsmanship, steered by the hand of mastery and elevated through innovation. We seek out the most exquisite raw materials from exclusive regions, including rare flowers, precious resins, and legendary ingredients such as Oud, Amber, Saffron, Frankincense, and Musk.

Each composition is a masterpiece of precision, developed to ensure a magnificent trail and an enduring, seamless olfactory experience. Our manufacturing facility in the UAE grants us complete control over the production process, from the meticulous sourcing of ingredients to the final blend, precise bottling, and elegant presentation.

We adhere to the strictest international standards to ensure consistency, quality, and technical excellence. No detail is overlooked, from the majestic silhouette of our bottles to the sensory impact of the final fragrance. Every creation from Taif Al Emarat is designed to be a memorable signature, a mark of excellence that leaves a lasting impression.



VISION, MISSION & VALUES

OUR VISION

To lead the future of Arabian perfumery on the global stage, blending heritage with innovation, and excellence with artistry. We are committed to crafting unforgettable olfactory experiences that resonate across cultures, shaping the future of fragrance with every creation.

OUR MISSION

Our mission is to craft exceptional fragrances that deepen our presence across the region and beyond. We represent the UAE with pride through every creation we offer, serving as ambassadors of our heritage while pioneering the future of Arabian perfumery.

OUR VALUES

Craftsmanship: The Art of Mastery.

We are driven by expertise and passion, where every fragrance is a masterpiece of artistry. Each creation is a testament to our skill.

Authenticity: The Soul of Heritage.

We are rooted in our origins, crafting fragrances that are a bridge between timeless tradition and modern identity. Every scent tells an authentic story of cultural pride.

Consistency: The Promise of Quality.

Our promise is unwavering. Through meticulous sourcing and production, we deliver an experience of excellence that is both reliable and timeless. Every bottle is a testament to our commitment.

Excellence: Our Standard

From the world's most elusive raw materials to our signature bottle, our unwavering commitment ensures every creation is a definitive statement of quality.

Integrity: The Foundation of Trust.

We operate with honor and integrity, honoring our commitments to our clients, communities, and environment. Trust is the standard by which we measure our success.



OUR PRODUCT LINE

At Taif Al Emarat, every fragrance is a bridge between the past and the present. We craft distinct expressions of beauty, rooted in the soul of Arabian heritage yet elevated with a spirit of modern sophistication. Our collections are designed for the diverse tapestry of your life, offering a scent for every mood, moment, and manifestation of personal style.

This duality is reflected in our range: from the deep, opulent compositions that honor tradition to the softer, contemporary creations that define the new era of perfumery. Each bottle is a promise of our unwavering commitment to excellence, carrying the signature of our craftsmanship and infused with the world's most precious ingredients for a refined sensory touch that is truly our own.



DUBAI COLLECTION

Where heritage meets tomorrow, and ambition rises into the sky. A story shaped by the UAE, captured in scent. Four fragrances inspired by iconic landmarks. Each one a postcard in perfume, a journey through the heart of the Emirates, from calm gulf waters to the clouds above Dubai.

TAIF COLLECTION

The Taif Collection is founded on the understanding that identity is a spectrum of emotions and experiences. Each fragrance is a distinct expression, crafted to capture the many shades of the modern self.

GCC COLLECTION

The GCC Collection translates our region's collective identity into a portfolio of signature fragrances designed to honor our past and inspire a unified future.

ROMANCE COLLECTION

The Romance Collection captures the full spectrum of love in scent. Each fragrance is a personal signature, from the first spark of attraction to the profound comfort of a lasting bond.

VIOLET COLLECTION

The Violet Collection is the art of beautiful contrast in a bottle, creating modern, harmonious fragrances for the effortlessly chic.

MUSK COLLECTION

The Musk Collection is built on the art of quiet influence. Each fragrance is a personal signature, reimagining clean musk to create an aura of subtle strength.

AGARWOOD & TRADITIONAL OILS

Our Agarwood & Traditional Oils collection is an olfactory journey to the core of the region's identity. A testament to the timeless power of scent, distilled with unwavering excellence.

ALL OVER MIST

The All Over Mist collection redefines versatile luxury. These ethereal scents provide a subtle yet sophisticated signature, designed to be worn alone or layered to create a fragrance of greater depth and personal meaning.

AIR FRESHENERS

The Air Freshener collection extends our heritage of perfumery into the personal domain of the home. Each signature scent is an instrument of atmosphere, designed to transform a space into an authentic and elegant expression of its inhabitants' identity.

GIFTING & ACCESSORIES

A curated range of gift sets, air fresheners, and elegant fragrance tools, perfect for personal indulgence or sharing with others.



DUBAI COLLECTION

Wear the Spirit of a City

In a land where vision shapes the horizon, and ambition is etched into the skyline, a unique blend of rich heritage and futuristic dreams unfolds. This embodies the essence of the United Arab Emirates, a story captured in liquid form. Introducing the Dubai Collection, four fragrances that showcase the nation's most iconic landmarks. Each scent serves as an olfactory postcard from a place that defines not just a city but a way of thinking. This is a journey through the heart of the Emirates, from the calm waters of the Gulf to the highest clouds.



TAIF COLLECTION

The soul of Taif Al Emarat.

Inspired by the Arabic word for "different shades of color," the Taif Collection is an olfactory study of identity's spectrum. Each fragrance is a distinct expression, a complete story that captures the nuanced facets of the human heart.

Together, they form a sophisticated tapestry of scent, reflecting the complex beauty and depth of the modern self.

Taif Collection. The fragrance of your many shades





GCC COLLECTION

A Symphony of Shared Souls

The GCC Collection is a harmonious composition that translates our region's collective identity into scent. Each fragrance is a distinct movement, honoring the unique heritage of a nation while echoing the shared stories of our people, from the spice-laden souks to the vast desert skies. Together, they form a unified vision of Arabian excellence, a powerful olfactory anthem for a shared legacy.

ROMANCE COLLECTION

The Fragrance Of Thousand Stories

Romance Collection curates the full spectrum of love into scent. Each fragrance translates a distinct chapter of the heart's journey, from the first spark of attraction to the profound comfort of a lasting bond, creating a personal signature for every story.





VIOLET COLLECTION

The Scent Of Modern Chic

The Violet Collection perfects the art of striking contrast. Each fragrance is a carefully crafted composition, blending opposing elements, light with depth, modernity with timelessness, to create a signature of elegant sophistication for the effortlessly chic.



OUD & ORIENTAL OILS

A Masterclass In Heritage

The Oud & Oriental Oils collection is a masterclass in the soul of Arabian perfumery. We present Oud in its most revered expressions, pure, aged, and rare, both as singular statements and artfully harmonized within oriental oils. Each creation is an olfactory journey to the core of our heritage, a testament to the timeless power of scent, distilled with unwavering excellence.





THE ART OF DAILY CARE

This collection transforms daily routines into moments of sensorial pleasure, uniting the art of care with the power of fragrance. Our all-over mists, scented creams, and air refreshers are meticulously crafted to refresh, soothe, and elevate both skin and space, enveloping your world in the consistent excellence of Taif Al Emarat.



OUR BRANCHES



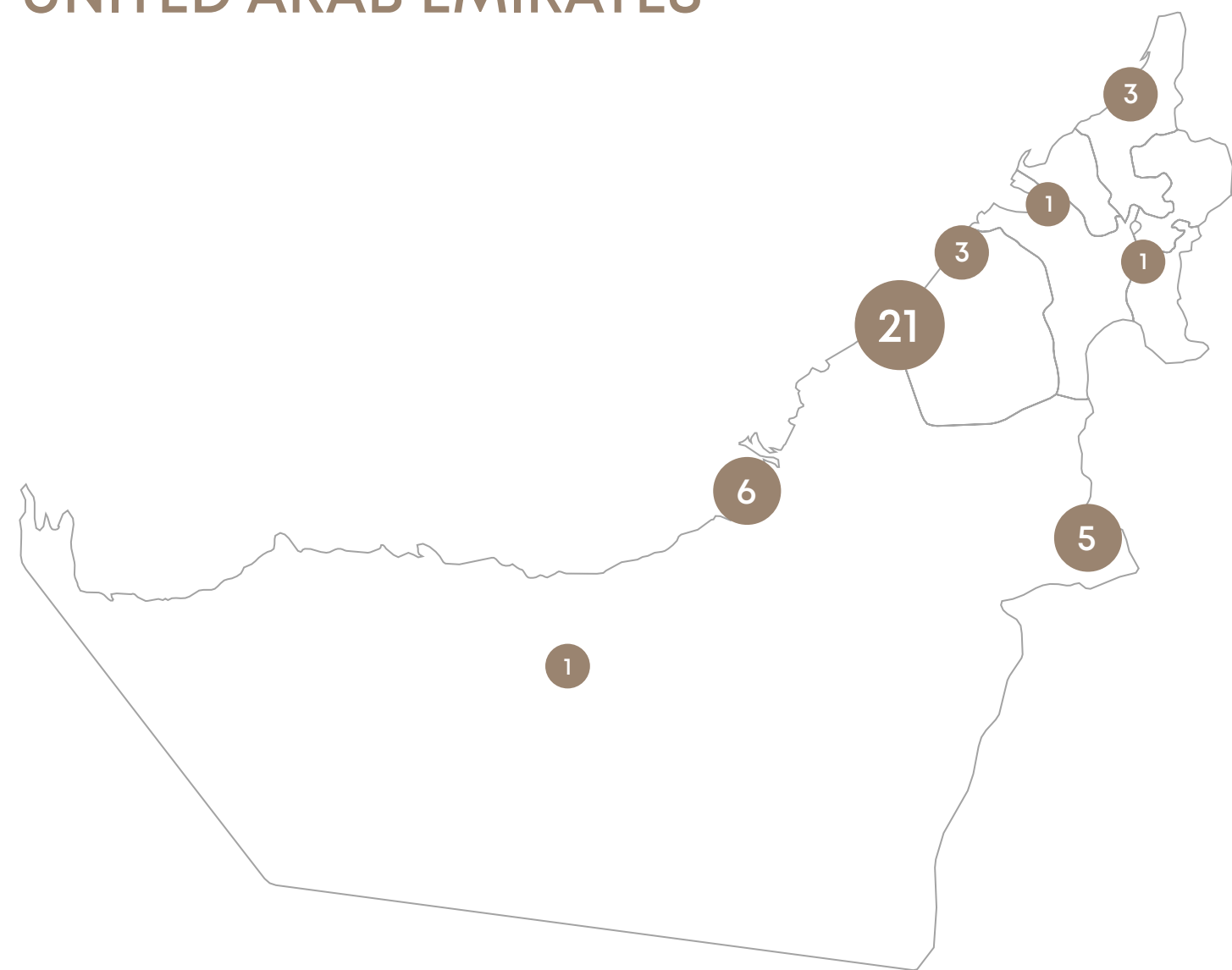


75
BRANCHES

25
CITIES

13
COUNTRIES

UNITED ARAB EMIRATES



DUBAI

- Dubai Mall Zabeel Entrance.
- Dubai Mall- The District
- Dubai Mall Souk AL Bahar.
- Dubai Mall Second Floor
- Dubai Hills Mall.
- Mall Of Emirates.
- Dubai World Trade Centre.
- City Walk 2.
- City Walk London St.
- Dubai Festival City.
- Jumeirah Beach Hotel.
- Madinat Jumeirah
- Deira City Center - Ground Floor.
- Deira City Center - Second Floor.
- Mirdif City Center.
- Arabian Center.
- The Outlet Village.
- JBR Walk.
- JBR Beach.
- Dubai Outlet Mall - Branch 1.
- Dubai Outlet Mall - Branch 2.
- Nakheel Mall.

ABU DHABI

- Abu Dhabi Mall
- Reem Mall
- Yas Mall - Ground Floor
- Yas Mall - First Floor
- Dalma Mall
- Bawabat Al Sharq Mall

AL AIN

- Al Jimi Mall
- Al Ain Mall
- Makani Mall
- Al Bawadi Mall - Ground Floor
- Al Bawadi Mall - First Floor

WESTERN REGION

- Al Dhafra Mall

SHARJAH

- Kalba Mall
- Matajer Al Juraina
- Al Zahia City Center - Sharjah

AJMAN

- Ajman City Center

FUJAIRAH

- Fujairah City Center

RAS AL KHAIMAH

- Manar Mall
- Al Hamra Mall
- Al Naeem City Center



75
BRANCHES

25
CITIES

13
COUNTRIES

AROUND THE WORLD



KUWAIT

- The Gate Mall

BAHRAIN

- City Center Bahrain
- The Avenues
- Marassi Mall

EGYPT

- City Stars Mall - Cairo
- City Festival City - Cairo

DJIBOUTI

- Djitbouti City

KENYA

- Coming soon

SAUDI ARABIA

- Jeddah - Park Mall
- Riyadh Park Avenue Mall
- Al Arab Mall - Jeddah
- Address Hotel - Makkah
- Makkah Towers - Makkah
- Makkah Clock Royal Tower, A Fairmont Hotel
- Bawabat Makkah - Makkah

LIBYA

- Al-Jaraba Street – Tripoli
- Al-Andalus District – Tripoli
- Mitiga International Airport – Tripoli
- Venice Street - Benghazi
- Misrata – Tripoli Street
- Al-Siyahiya – Tripoli

MOROCCO

- Boulevard Al Massira Al Khadra - Maarif, Casablanca
- Anfaplace Mall – Casablanca
- Socco Alto – Tangier

IRAQ

- Dijlah Village - Baghdad
- Baghdad International Airport, VIP Terminal
- Baghdad Mall
- Babylon Rotana Baghdad (Hotel).
- Iraq Mall - Baghdad

LEBANON

- Downtown Beirut

NIGERIA

- Lagos City

UNITED STATES OF AMERICA

- State of Michigan

SOMALIA

- Rayaan Building - Mogadishu

AUSTRALIA

- Sydney



At Taif Al Emarat, fragrance is not merely a product; it is our voice, our heritage, and our promise.

Each creation is a testament to our pursuit of beauty, our reverence for tradition, and our profound belief in the power of scent to transcend time and place. From the heart of the Emirates to the world, we invite you to discover a universe of perfume crafted with soul and precision.





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