



TAIF AL EMARAT

CORPORATE PROFILE

taifalemarat.com

INTRODUCTION

Taif Al Emarat is a niche fragrance house born from a journey of passion and artistry, guided by a belief in the transformative power of scent

The story began in 2003 with a vision: to bottle nature's rarest floral essences-lily, jasmine, gardenia, orange blossom-and share them with the world.but what started as a dream soon evolved into something greater. Emiratis, with their deep-rooted love for perfumery, embraced these compositions and began to blend them with the soul of their own traditions-amber, oud, musk, saffron, and frankincense. A fusion of origins was born.

Today, Taif Al Emarat is the fragrance of a nation-an emblem of exquisite craftsmanship, rooted storytelling, and cultural pride. From deep oriental masterpieces to lighter, modern creations, each fragrance captures the duality of heritage and innovation, offering a timeless experience to those who seek beauty with meaning.



FROM THE CEO

Since our founding in the United Arab Emirates, Taif Al Emarat has grown into a regional force in perfumery, expanding across the GCC and beyond with a commitment to excellence at every step. 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 unwavering focus on quality.

By upholding the highest international standards and integrating healthy, forward-thinking systems into our operations, we ensure that each creation not only meets but 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 the early beginnings in 2003, Taif Al Emarat has evolved from a visionary idea into one of the region's most respected niche fragrance houses

Launched in the UAE in 2006 and inspired by its rich cultural heritage, the brand has grown across the GCC and into international markets-carrying the essence of Arabian perfumery to the world. From our earliest days, we've dedicated ourselves to crafting fragrances that celebrate identity, honor heritage, and capture timeless beauty

With an in-house manufacturing facility based in the UAE, supported by an established supply chain, we maintain full control over every stage of production-from ingredient sourcing to perfume blending and packaging. This allows us to deliver unmatched quality, projection, and consistency in every creation.

Today, Taif Al Emarat operates more than 60 retail stores across the region, with a presence in landmark locations throughout the UAE, GCC, Egypt, and North Africa-including Morocco, Libya, Iraq, and the Levant. This growing retail footprint is complemented by an active global online market, ensuring that our fragrances are within reach for a worldwide audience.

As we continue to grow, our purpose is clear: to embody the UAE's excellence through fragrance and share that legacy with the world.



CRAFTSMANSHIP & MANUFACTURING

At the heart of Taif Al Emarat lies a deep commitment to craftsmanship, guided by the mastery of Arabian perfumery and elevated through innovation.

We source only the finest raw materials from exclusive regions, including rare flowers, resins, and signature ingredients such as Oud, Amber, Saffron, Frankincense, and Musk. Every composition is meticulously developed to ensure long, lasting projection, smooth evolution, and olfactory balance. Our state-of-the-art manufacturing facility in the UAE gives us full control over the production journey—from precise blending to bottling and packaging. This allows us to uphold the highest standards of consistency, quality, and technical excellence.

Every detail is considered, from the elegance of our flacons to the sensory impact of our fragrances. Each Taif Al Emarat creation is not only a perfume, it is a statement of excellence, designed to leave a lasting impression.

VISION, MISSION & VALUES

OUR VISION

To lead the future of Arabian perfumery on the global stage, blending heritage, innovation, and excellence to create unforgettable olfactory experiences.

OUR MISSION

To craft perfumes of distinction, deepen our presence across the region and beyond, and represent the UAE with pride through every creation we offer.

OUR VALUES

Craftmanship

Rooted in expertise and driven by passion, we take pride in perfecting every detail.

Authenticity

We remain true to our cultural roots while evolving with modern sensibilities.

Consistency

Our processes ensure each product upholds the same high standard every time.

Excellence

From sourcing rare ingredients to refined presentation, quality is our signature

Integrity

We honor our commitments to our clients, communities, and environment.

OUR PRODUCT LINE

At Taif Al Emarat, every fragrance is crafted to offer a distinct expression of beauty, rooted in heritage, elevated with sophistication, and designed for a variety of moments, moods, and personal styles.

Our collections reflect the richness and versatility of Arabian perfumery, from deep, opulent compositions to softer, contemporary creations.

Each one carries the signature of our craftsmanship, infused with the finest ingredients and a refined sensory touch.



TAIF COLLECTION

The heart of the brand, featuring iconic perfumes that showcase our signature style and artisanal depth.

ETIHAD COLLECTION

A refined tribute to the spirit and milestones of the United Arab Emirates.

GCC COLLECTION

Inspired by the traditions, culture, and essence of the Arabian Gulf.

ROMANCE COLLECTION

A graceful series of perfumes that evoke emotion, elegance, and charm.

VIOLET COLLECTION

Fresh and luminous creations with a modern allure.

MUSK COLLECTION

Centered on soft, elegant musk—crafted for subtle sophistication.

AGARWOOD & TRADITIONAL OILS

A timeless offering of Agarwood, Bakhour, Dehn Oud, and Oriental Oils, each steeped in heritage and artisanal purity.

ALL OVER MIST

Light, refreshing mists with a silky texture for daily wear.

AIR FRESHENERS

Infuse your space with our most beloved scents.

GIFTING & ACCESSORIES

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

TAIF COLLECTION

The soul of Taif Al Emarat.

This signature collection embodies our deepest expression of craftsmanship and identity.

Featuring rare and precious ingredients such as oud, amber, and saffron, each fragrance is a reflection of the artistry and depth that define Arabian perfumery. These are timeless creations, elegant, enduring, and unmistakably Taif.



GCC COLLECTION

An olfactory homage to the Arabian Gulf.

This collection is a celebration of the rich traditions, landscapes, and cultural essence of the GCC.

Each fragrance is inspired by a different facet of Gulf identity, from desert blooms to coastal breezes, infused with warmth, depth, and unmistakable character



ROMANCE COLLECTION

Where elegance meets emotion.

Captures love’s essence through a symphony of florals, woods, and sensual musks.

From luminous white blooms to deep, enveloping warmth, each fragrance tells a story of passion and elegance. A timeless expression of emotions that lingers, much like love itself.



VIOLET COLLECTION

Modern. Luminous. Effortlessly chic.

This collection is a celebration of the rich traditions, landscapes, and cultural essence of the GCC.

Each fragrance is inspired by a different facet of Gulf identity, from desert blooms to coastal breezes, infused with warmth, depth, and unmistakable character



OUD & ORIENTAL OILS

A tribute from the East.

This collection celebrates oud in all its expressions, pure, aged, and rare, whether standing alone or woven into oriental oils. Each scent honors the heritage of Arabian perfumery and the artistry behind it.



EVERYDAY SCENTS & CARE

The art of daily elegance.

Combining care and fragrance, this category turns daily routines into moments of pleasure. Bringing together all-over mists, scented creams, and air refreshers, each creation is thoughtfully crafted to refresh, soothe, and elevate both skin and space.



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

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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

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

- Banadir Mall - Mogadishu

AUSTRALIA

- Sydney



At Taif Al Emarat, fragrance is
more than a product,
it is our voice, our heritage, and
our promise.

Each creation reflects our pursuit of beauty, our reverence
for tradition, and our 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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