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## The Lady of Fragrance

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Suhad Al-Qenaee, the 'Lady of Fragrance,' launches Suhad Perfumes in the UAE, exclusively at Paris Gallery

[Dubai] The most creative and celebrated Kuwaiti perfumer, Suhad Al-Qenaee, also known as the 'Lady of Fragrance,' has launched her line of exotic perfumes in the UAE. Paris Gallery, the leading luxury retailer, will be the exclusive reseller of the brand that's making its international debut. For nearly two decades, Suhad Perfumes has served a group of high-profile clientele. The brand that has achieved renown in the Arabian Gulf region will now leverage on Paris Gallery's vast network of stores to reach out to the UAE audience.

Commenting on the launch, Suhad Al Qenaee, said, 'I am very pleased with what we have achieved so far since the founding of the company. Ever since I began creating my own perfumes, there was this strong desire to someday go global. This launch is the realization of that desire. Paris Gallery's reputation precedes itself, and it is a great privilege to be associated with them. Paris Gallery's strong retail presence will give us the reach that we have envisioned, and I am highly confident that Suhad Perfumes will exceed the expectations and win the hearts of UAE consumers.'

Suhad Perfumes, founded in Kuwait in 1998, received its membership to the UK Fragrance Foundation in 2006, becoming the first Middle Eastern perfumery to receive such an honour. The Kuwaiti perfumer gained her broad expertise and knowledge under the supervision of perfume expert John Bailey. She is praised for her exceptional perfume blends that combine eastern magic with western versatility using the finest natural essential oils with aromatic components such as the ones found in the US, Asia, Europe and the Arab world. She received her membership to the prestigious National Royal Flower Association in 2006; another Middle Eastern first.

Today, Suhad is not only the premier fragrance expert in Kuwait and the Gulf region but also a successful role model for all Arab women; a woman who has been able to translate her talent and love for fragrances into a thriving career. Her fame extends beyond the Gulf region. Two of her more famous perfumes are Zio and Royale C.

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About Suhad Perfumes:

Suhad Perfumes opened its first boutique at the Al Thuraya complex in the Al Salamiya area of Kuwait in 1995. Owner and perfumer of Suhad Perfumes, Suhad Al Qenaei, opened her boutique after participating in a series of exhibitions worldwide. After much brand success over a period of 10 years, she became the first person from the Middle East to be recognized and receive membership to the prestigious National Royal Flower Association in 2006. In the same year, "Suhad Perfumes" became a member of the "British Fragrance Foundation."

Suhad Perfumes has presently a collection of 27 different creative blends available commercially. In addition, the brand caters to the special needs of its high-profile clientele by creating unique blends to complement special occasions such as royal weddings, high-end private parties and social events.

About Paris Gallery

Paris Gallery, a leading luxury retailer in the Middle East, with over 3 million sq. ft. of luxurious shopping space and 50 stores located in prime retail addresses spanning across the UAE, Saudi Arabia, Qatar and Bahrain. The stores offer a premium collection of over 500 international brands across several product categories including perfumes, skincare, makeup, watches, jewellery, fashion apparel, sunglasses and accessories. Paris Gallery provides a list of diverse products which do not only meet the needs of customers, but also exceed their expectations.

With nearly two decades of expertise of keeping customers' interests at its core, Paris Gallery's opulent shopping environments, innovative retail concepts, service standards and its signature Arabic hospitality practices sees the brand stand out as an unequivocal shopping and gifting destination in the Middle East.

For further press enquiries, email: [media@parisgallery.com](mailto:media@parisgallery.com)

Summary



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