



ASSALA
PRIME

ASSALA PRIME, WHERE HERITAGE MEETS INNOVATION
EVERY SCENT TELLS A STORY

The Story Behind

ASSALA PRIME

Amir's story begins amid the aromatic allure of the Gulf Countries, where the rich traditions of his family's esteemed perfumery shaped his life. From his grandmother's blending of precious oils to his father's quest for rare essences, fragrance wasn't just a craft, it was Amir's passion and purpose.

Deeply connected to his heritage, Amir cherished the art of scent-making and its profound ability to evoke memories and emotions. Captivated by the warmth of oud, the brightness of citrus, and the allure of jasmine, he dreamed of elevating these traditions with modern innovation. At 25, he moved to Paris, where the elegance and storytelling of haute couture inspired him.

On a flight to a fragrance expo, destiny intervened when Amir met Assala, a perfumer whose creations reflected a deep understanding of beauty and a desire to explore Eastern scents. Their immediate connection sparked a shared vision: to merge the opulence of Arabian fragrances with Western artistry.

Their collaboration blossomed into a partnership both professional and deeply personal. Inspired by his love for Assala, Amir founded ASSALA PRIME, a brand conceived to ensure her name would forever resonate as a symbol of beauty and elegance worldwide.

ASSALA PRIME embodies the fusion of Middle Eastern opulence and European artistry. "Assala," meaning authenticity in Arabic, signifies a dedication to genuine craftsmanship, while "Prime" denotes the pursuit of unparalleled excellence.

Amir, the visionary behind sourcing the finest Middle Eastern ingredients, infuses each fragrance with elements like amber steeped in desert mystique, roses kissed by dawn, and spices whispering of ancient lands. Assala, the creative force, extends her artistic vision beyond scent to design each ASSALA PRIME bottle as a work of art.

More than a perfume, ASSALA PRIME is an invitation to indulge in the richness of Arab traditions while savoring European sophistication. It invites you to connect, to feel, and to remember.

Step into the world of ASSALA PRIME, where innovation meets heritage, and every fragrance tells a story woven with passion and love.

Discover the essence. Embrace the journey. Welcome to ASSALA PRIME



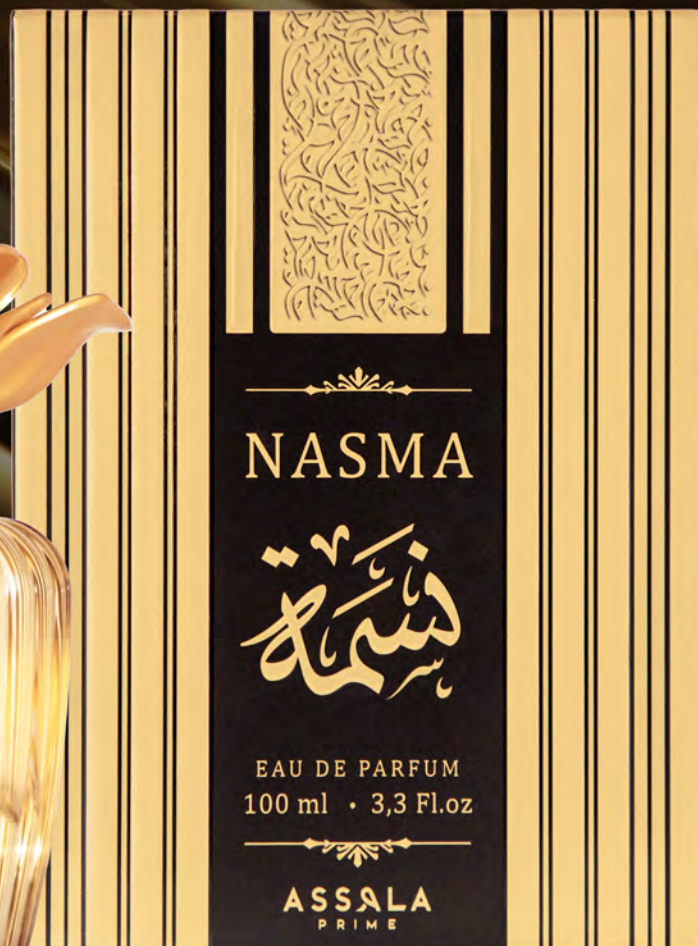
ASSALA
PRIME

نسمة NASMA

EAU DE PARFUM FOR WOMEN



Light as a Breeze, Captivating as a Dream



نَسْمَة NASMA

EAU DE PARFUM FOR UNISEX
100 ML



Main Notes

Woody

Fruity

Amber

Sweet



ASSALA
PRIME

أصالة ASSALA

EAU DE PARFUM FOR UNISEX



Timeless Authenticity in Every Drop



ASSALA
PRIME

أصالة ASSALA

EAU DE PARFUM FOR UNISEX
100 ML



Main Notes

warm spicy

Fresh spicy

Oud

Lavender

Patchouli

Metallic

Musky

Leather

Woody

Earthy





ASSALA
PRIME

أمير AMİER

EAU DE PARFUM FOR UNISEX



Rule the Air, Command the Moment

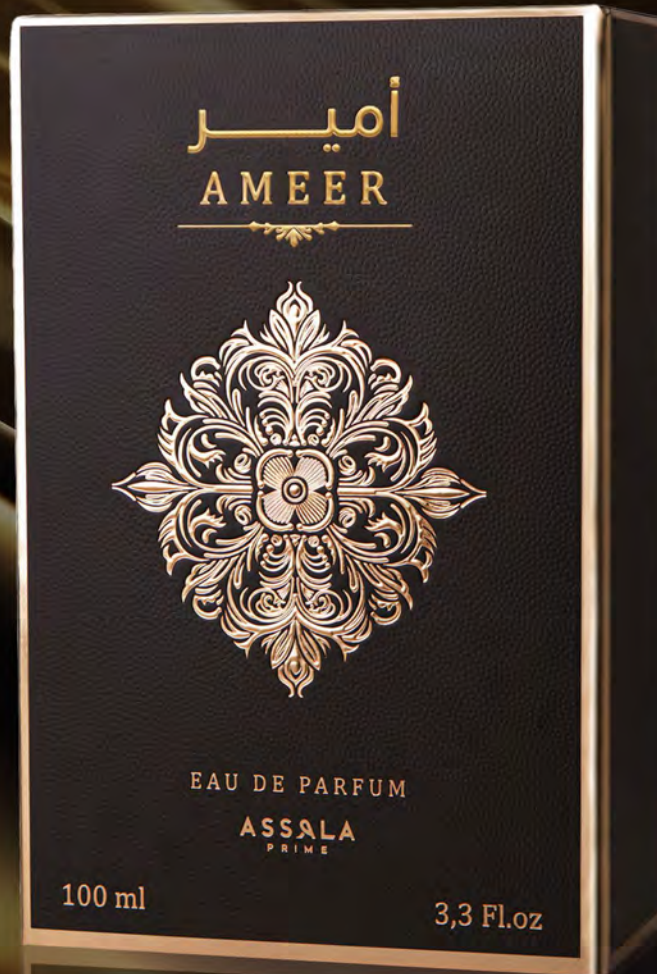


أمير AMEER

EAU DE PARFUM FOR UNISEX
100 ML



Main Notes





فخامة • FAKHAMA



ASSALA
PRIME

فخامة FAKHAMA

EAU DE PARFUM FOR UNISEX



A Scent that Defines Prestige



فخامة FAKHAMA

EAU DE PARFUM FOR UNISEX
100 ML



Main Notes

Woody

Citrus

Powdery

Fresh spicy

Vanilla

Musky





ASSALA
PRIME

ROYAL XO

EAU DE PARFUM FOR UNISEX



The Ultimate Expression of Luxury and Desire

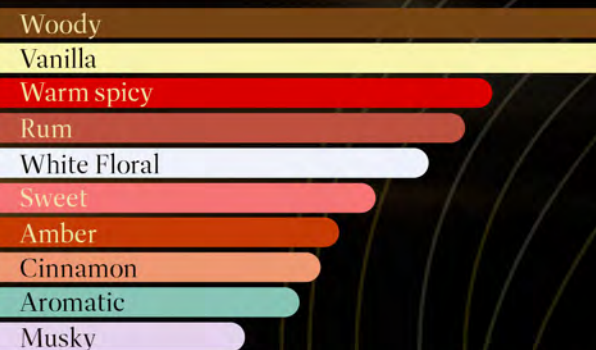


ROYAL XO

EAU DE PARFUM FOR UNISEX
100 ML



Main Notes





ASSALA
PRIME

ROYAL ROSE

EAU DE PARFUM FOR UNISEX



The Fragrance of Noble Romance



ROYAL ROSE

EAU DE PARFUM FOR UNISEX

100 ML



Main Notes

Musky

Rose

Amber

White floral

Citrus

Floral

Powdery



ASSALA
PRIME

ROYAL PURE

EAU DE PARFUM FOR UNISEX



Surrender to Pure Royalty



ROYAL PURE

EAU DE PARFUM FOR UNISEX
100 ML



Main Notes





ASSALA
PRIME

ROYAL JASMINE

EAU DE PARFUM FOR UNISEX



The Elegance of Blooming Majesty



ASSALA
PRIME

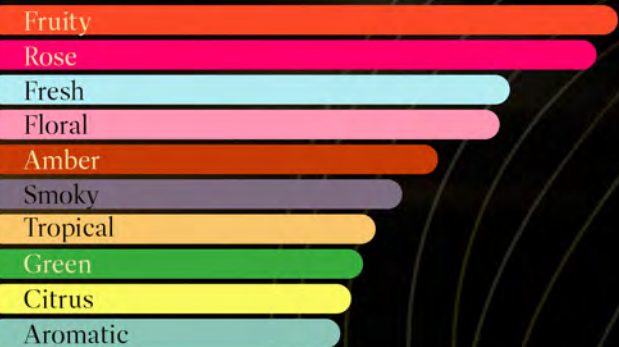
ROYAL JASMINE

EAU DE PARFUM FOR UNISEX

100 ML



Main Notes





ASSALA
PRIME

ROYAL FAME

EAU DE PARFUM FOR UNISEX



A Perfume Fit for Royalty



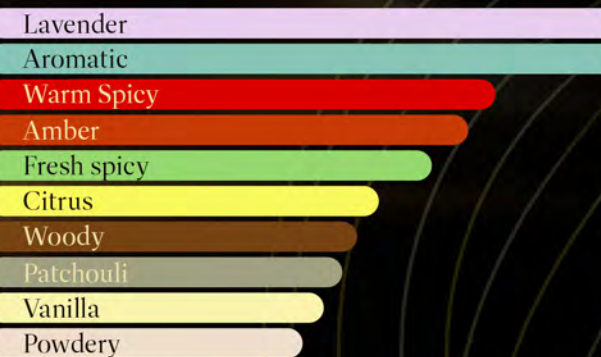
ROYAL FAME

EAU DE PARFUM FOR UNISEX

100 ML



Main Notes





ASSALA
PRIME

ROYAL ARABIAN OUD

EAU DE PARFUM FOR UNISEX



The Royal Essence of Arabian Excellence



ROYAL ARABIAN OUD

EAU DE PARFUM FOR UNISEX
100 ML



Main Notes





mediaessence
E V O L U T I O N