

# 150 years of history

*Abdul Samad Al Qurashi family is proud of its heritage and expertise in Aoud and perfume since more than 150 years. Its brilliant success has started in 1852 and been passed down from generation to generation.*

Before opening his first store in 1932 in Mekkah, Kingdom of Saudi Arabia, the founder of the brand, Sheikh Abdul Samad al Qurashi has travelled the world to immerse himself in different fragrances that different parts of the world were able to offer him.

He travelled to China's different factories and productions to emerge with beautiful and rare fruits like lychee.



He travelled to Europe where he discovered bergamot, violet and vanilla flowers; to Switzerland to bring Elderberry and Alpine flowers; Thailand to bring the lotus flower for its pure white colour and strong smell.

Trips to India, Vietnam and Cambodia have given him the opportunity to discover the rarest and finest Aoud which he started using as a trademark for the business.

Through the mixing of these wonderful and rare flowers and herbs, the innovative Sheikh was able to produce genius mixtures and that was a turning point in the world of perfumes.

Samad Al Qurashi – a very modern man, committed to moderation and good morals, with a sense of humour, reflecting his inner beauty, very proud of being Arab and expressing this even in his visits to the largest companies in the world.

In Switzerland, for example, he offered his Saudi robes to a company owner, which was a distinctive gesture reflecting a very high moral value and respect.

This majestic history, still shows nowadays in Abdul Samad Al Qurashi companies, which includes thousands of products with nearly 500 distribution points all over the world: in the Kingdom of Saudi Arabia, Kuwait,

the market, preserving the legacy of their father's name with love and respect.

They give a special attention to Aoud due to its precious and historical value and also due to it being the rarest wood on earth with a unique aroma.

The four sons preserved and enriched the history of their father, they increased it with creativity to help ASQ brand to become one of the best source of perfumery today in the whole world, with more than a thousand products and more than 500 points of stores around the world.

ASQ realised that the perfume is the key of happiness and beauty, since the perfume essence provides the inner beauty to reflect it on the outer look. The perfume usage softens the mood and increases the energy in the body, and it also affects all the surrounding in a magical way. ASQ's main goal was to give life a special essence and to increase its beauty and vitality.

ASQ company target was to please people and to present their needs and to broadcast the joy of satisfaction and pleasure through thousands of products to please all tastes.

Professionalism is the way ASQ Company operates. We encourage our customers, we help our workers to increase their skills, we build trust and maintain our authenticity and our traditions.

ASQ family has successfully presented its vision and well delivered the magic of the perfumes world-wide.

The legacy begun from our Saudi Arabian kingdom to the whole world through our branches distributed internationally.

Today, ASQ provides unique oils and perfumes throughout the world. We serve royal families around the Middle East and Europe with unique and personally tailored perfume and oil designs.

ASQ product library ranges from natural Aouds, home and clothes incenses, oils, blends, musks and bouquets; natural products for hair repairs, nourishment and care; accessories and many many others.

Abdul Samad Al Qurashi has opened its first store in the United Kingdom in London in May 2019 and is planning a rapid expansion in London and into other large cities around the UK.

Visit us at Abdul Samad Al Qurashi UK Ltd at 353 Oxford street, London.

[www.asqgrp.com](http://www.asqgrp.com)

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Dubai, Qatar, Oman, Bahrain, Jordan, Egypt, Lebanon, Lybia, Morocco, United Kingdom, Paris and others.

The company also owns a very large number of factories, working on the design and manufacture of valuable products.

In addition to the perfection at work, managers and founders always encourage their customers, and urge staff to develop their confidence and loyalty in order to ensure the requirements of their customers are met; keeping pace with fashion, authenticity and tradition is the essence of creativity in the company's history and career.

This is what made the aromatic house of 'Abdul Samad Al Qurashi' a universal name satisfying all ages and tastes.

The most important factor remains the scientific character of all its innovations, which ensures its continuity from generation to generation.

After the death of the founder of the company, it was taken over by his four sons, Anas, Mohammad, Ihsan and Zouheir, who continued their father's journey in perfumery with a more modern sense of development, where they study the demands and trends of

His compositions were characterised by a different aroma, giving each perfume a unique character and new sensations never experienced before, reaching the highest peaks of imagination.

This exceptional innovation in the world of perfumes, stemmed from the unique personality of Sheikh Abdul

