

Ambiance by Talata Debuts in the UAE

Luxurious Home & Body Care Inspired by Africa's Rich Heritage

DUBAI, JUMEIRAH, UNITED ARAB EMIRATES, October 11, 2024 /EINPresswire.com/ -- [Ambiance by Talata](#), the rising star of African luxury in the fragrance and beauty care industry, is proud to announce its grand entrance into the Middle East with the opening of its first store in Dubai. Located at the prestigious

[Dubai Ladies Club](#), this landmark opening marks the brand's debut in the region and represents a major milestone in its mission to bring the soul of Africa to the world's luxury markets.



Founder & CEO, Ambiance by Talata

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We're honoured to share Africa's luxury and craftsmanship as we launch in Dubai. This is a new chapter in our journey of bringing Africa's heritage to life in one of the world's most vibrant cities”

Talata Maldima Provençal

Founded in Ghana, Ambiance by Talata is driven by a passion to transform everyday moments into lasting memories through the power of scent. Each of the brand's fragrances is a meticulously crafted story inspired by Africa's diverse cultural heritage and landscapes—from the aromatic spices of the West to the delicate florals of the South. The brand's signature scents blend world-class ingredients, including those from the perfume capital of Grasse, France, with the natural beauty and traditional African ingredients like Baobab oil, Shea butter, and Aloe vera.

“We are honoured to share Africa's luxury and craftsmanship with a global market, our launch in Dubai is a new chapter in our journey—one that connects people through the universal language of scent, bringing the beauty and depth of Africa's heritage to life in one of the world's most vibrant cities”, said Talata Maldima-Provençal, Founder and CEO of Ambiance by Talata.

Ambiance by Talata offers an immersive multi-sensory journey that explores the rich textures, colours, and aromas of Africa. In addition to Ambiance by Talata's exclusive home and body fragrances, the store features a bespoke perfume-making experience, allowing visitors to craft their own personalized scents, blending high-quality fragrance oils with their unique preferences

and memories.

Luxury With a Purpose

Ambiance by Talata is not only about indulgence but also about empowerment and sustainability. The brand proudly partners with the Jilima Women's Co-op in Northern Ghana to ethically source key ingredients such as Baobab oil, Shea butter, and Aloe vera —treasured for their nourishing and restorative properties. This commitment to ethical trade ensures that every product supports local communities and contributes to sustainable growth across Africa.

From hydrating body butters to soothing bath oils, brand's luxurious bath and body care products are designed to transform daily rituals into moments of indulgence deeply rooted in African traditions and crafted from native ingredients

Global Expansion, Rooted in Tradition

The UAE launch follows Ambiance by Talata's successful expansion into the U.S. market; The brand's growth highlights its increasing global recognition and reinforces its commitment to making African luxury accessible to a worldwide audience.

The store invites visitors to discover the artistry behind every Ambiance by Talata product; from custom perfume creation to ethically sourced products, each element of the experience is designed to inspire and elevate.

Rahma Himid



Collection of body care



Ambiance by Talata Home Care

Ad Store UAE

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