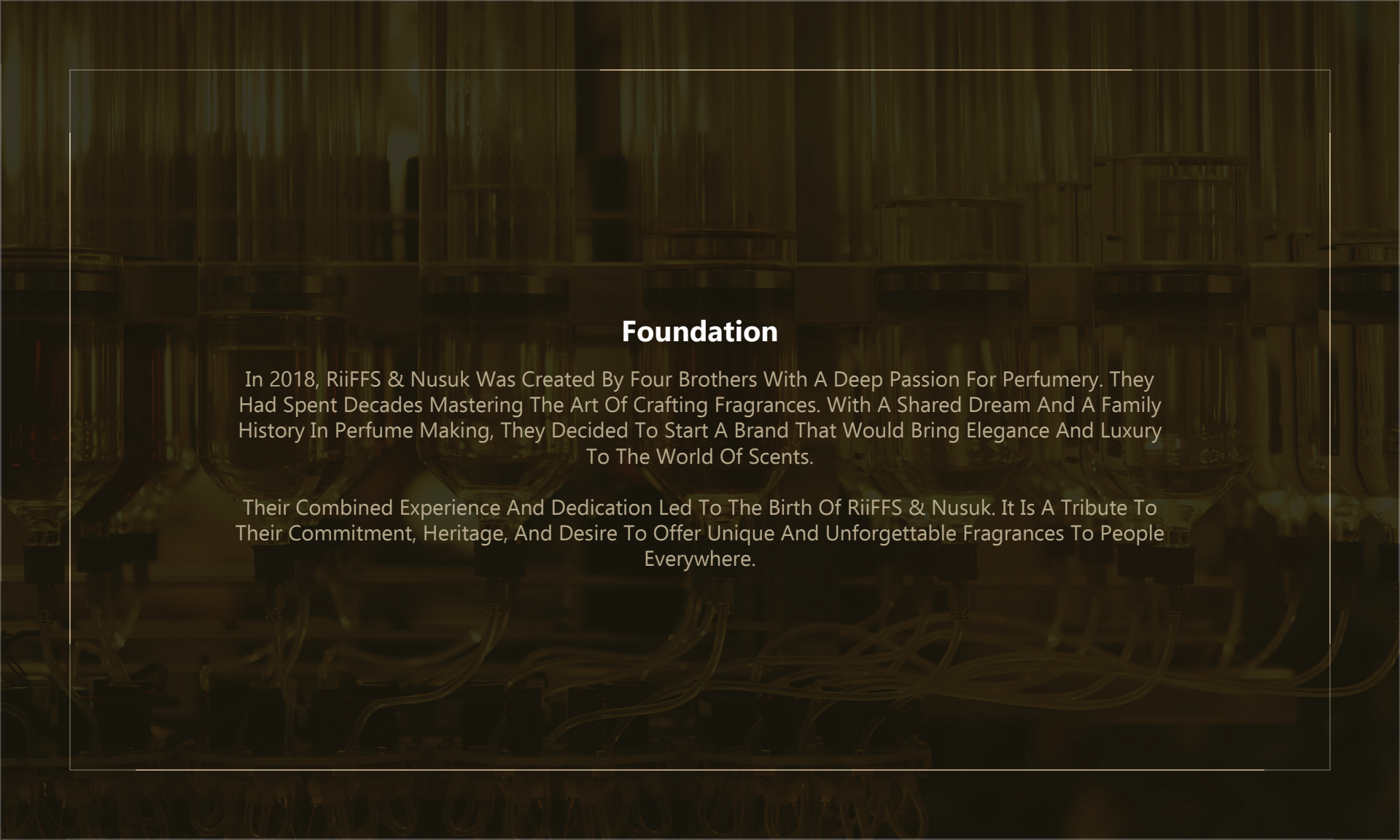






Foundation

In 2018, RiFFS & Nusuk Was Created By Four Brothers With A Deep Passion For Perfumery. They Had Spent Decades Mastering The Art Of Crafting Fragrances. With A Shared Dream And A Family History In Perfume Making, They Decided To Start A Brand That Would Bring Elegance And Luxury To The World Of Scents.

Their Combined Experience And Dedication Led To The Birth Of RiFFS & Nusuk. It Is A Tribute To Their Commitment, Heritage, And Desire To Offer Unique And Unforgettable Fragrances To People Everywhere.

Group Of Companies



Our Group of companies are involved in the food, fragrance, and construction industries. We have partnered with Siafa Dates in the food division. We offer fifteen brands available in the fragrance sector, such as RiiFFS PARFUMS, NUSUK, AL-FAKHR, MANASIK, etc. Our real estate business, AVA, is responsible for the development of 2 Million + Sq.Ft in India



A.A. ATTARWALA & CO.

A. A. ATTARWALA & CO. PVT. LTD.

Mission

RiiFFS & Nusuk Mission Is To Create Exceptional Fragrances That Inspire And Uplift. Crafted With Precision And Passion, Our Scents Aim To Leave A Lasting Impression.

Vision

Our Vision Is To Become The World's Leading Fragrance Company, Touching Hearts With Our Exceptional Scents, Innovative Creations, And Dedication To Quality.

SUSTAINABILITY

At RiiFFS & Nusuk , sustainability and ethical practices are at the core of our operations. We are deeply committed to minimizing our environmental impact by implementing eco-friendly packaging solutions, reducing waste throughout our production process. Our responsible sourcing approach ensures that we carefully select ingredients from suppliers who share our commitment to sustainable practices, protecting biodiversity and supporting local communities. Moreover, we are proud to be a cruelty-free brand, ensuring that our products are never tested on animals. Beyond our environmental efforts, we actively engage in social responsibility initiatives by supporting local communities and partnering with charitable causes, aiming to make a positive difference in the world. Our company's dedication to sustainability and ethical practices is an integral part of our mission to create beautiful fragrances that not only captivate the senses but also contribute to a better and more responsible world.

Locations

RiiFFS & Nusuk started its journey in Dubai, a city of perfumes with its high-quality scents and unique creations, the brand quickly caught the attention of perfume lovers.

Slowly, RiiFFS & Nusuk began reaching people worldwide, blending tradition and creativity to create standout fragrances. Today, RiiFFS & Nusuk is loved globally for its luxury perfumes and continues to inspire people everywhere.



The image shows a large, multi-tiered shelving unit made of a dark, textured material, possibly wood or metal. The shelves are arranged in a grid pattern. Each shelf is illuminated from below by a warm, orange-gold light, creating a soft glow. Various perfume bottles and boxes are displayed on the shelves. Some bottles are tall and slender, while others are shorter and wider. Some boxes are open, revealing the contents inside. The overall aesthetic is sophisticated and elegant.

Product Portfolio

Behind every favorite scent, there is a beautiful story.

Some Of Our
Fragrances



Global Distribution



Pridefully being the largest manufacturer and distributor of perfumes (by volume) in all of asia, we are currently exporting to **80+** countries directly and over **105** countries indirectly. We produce **3,50,000** bottles of 100ml perfume a day in a single shift, we can double that number by running two shifts during peak season.

DISTRIBUTION CHANNEL OFFLINE WORLDWIDE



Indian Distribution Network



We have more than **250** distributors and are available in more than **27** states. Our product is accessible throughout india.

STORES IN INDIA



STORES IN DUBAI



DISTRIBUTION CHANNEL ONLINE



ANA AL AWWAL
WOMEN (GOLDEN)
70.00 AED

ADD TO CART



ANA AL AWWAL (BLUE)
Fakhama
70.00 AED

ADD TO CART



ANA AL AWWAL (RED)
Malaki
70.00 AED

ADD TO CART



ABEER
150.00 AED

ADD TO CART



AMORA DE FEMME
95.00 AED

ADD TO CART



ANGELIQUE (EXTRACT
DE PLUM)
70.00 AED

ADD TO CART

Klarna



Myntra

Flipkart



amazon

Walmart



purple.com

NYKAA

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noon

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Exhibitions & Events

We actively take part in international exhibitions such as BeautyWorld MiddleEast, CosmoProf Bologna BeautyIstanbul and many more.





IN MEDIA





CONNECT WITH US

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