

Luxuria Trading

Experts in Luxury Fragrances and Skincare Distribution

GROUP NEWS:

Introducing Luxuria Niche Perfumes & Cosmetics Trading LLC

In order to meet the growing demand in logistics, we are proud to announce the incorporation of the newest addition to our expanding group, Luxuria Niche Perfumes & Cosmetics Trading LLC. Licensed through the Dubai Department of Economic Development, the entity will serve the needs of growing operations within the UAE.

BRAND ACQUISITION: Ella Bache

With a growing focus on skin care, we are pleased to announce the signing of Ella Bache to the Group's portfolio of brands. Ella Bache is a skin care and cosmetics brand created in Paris by pharmacist Madame Baché in 1936. It is one of the oldest family-owned skincare companies in the world. Luxuria will be the exclusive distributor for UAE, Qatar, Kuwait and Oman.

BRAND ACQUISITION: Alexandre.J

We are pleased to announce that the Luxuria Group has been appointed the distributor of Alexandre J in Saudi Arabia and Qatar. Alexandre.J is a French perfume brand which offers a combination of luxurious packaging and exceptional fragrances. The brand's multi-cultural inspirations are characterized through its exquisitely crafted bottles containing its signature scents with their intense first notes. Founded by French designer Alexandre.J in 2012, the brand continues to expand its market in partnership with Luxuria.

NEW OPENINGS

ABC Lebanon

We are happy to announce that Carner Barcelona and DS & Durga has been launched in the upscale department stores of ABC, Lebanon in February.

Harvey Nichols Doha

Luxuria will launch 4 of our brands: Floris, DS & Durga, Arquiste and Penhaligon's at Harvey Nichols Doha, Doha City Centre, which is scheduled to open next quarter.

Elemis

We are proud to announce that Elemis products and treatments will now be available at Abu Dhabi Country Club and Soul Wellness and Spa Sheraton Grand Dubai.



Penhaligon's at Bloomingdales 360 Mall, Kuwait

January 2018 saw the launch of Penhaligon's at Bloomingdales 360 Mall in Kuwait. Kuwaiti TV was present for the event and reported from the podium at the mall on the fragrance's story and success.



EVENT HIGHLIGHTS

Floris PR and Press Event, and film release (April 2018)



Luxuria Trading is happy to announce the launch of a press and PR event in Galleria Mall Dubai, UAE in the presence of the brand representatives. The focus will be on one of the strongest brands of our portfolio; FLORIS, with the honor and exclusive visit of Edward Bodenham, the Brand Director.



We will also be sharing Floris' brand movie entitled, British Family Perfumers Since 1730. The film will explore the brand's history, craft and family story. It will be an interesting look into the British tradition of fragrance. Look for its release in April.

PRODUCT HIGHLIGHTS

Every issue we will bring you a snapshot of the newest and most innovative products from our portfolio of brands.



Elemis Pro-Collagen Overnight Matrix

In May 2018, Luxuria will be launching the Elemis Pro-Collagen Overnight Matrix. Tipped as the "face of the future" this next generation pro-collagen with smart technology, targets

the areas of the face where stress shows most.

Every ounce of this cream contains an elite force of wrinkle-smoothing agents, with one single mission: Target those signs of skin stress and deep set wrinkles overnight.

Penhaligon's

Luxuria will be introducing Penhaligon's new Hidden London collection in the next quarter of 2018. The Hidden London fragrance collection captures the sophistication, elegance and history of three distinct areas of London: Belgravia, Marylebone, and Kensington.

Carner Barcelona – Oriental Collection



Luxuria will also be launching Carner's long awaited Oriental Collection in May with 3 fragrances: Megalium, Botafumeiro and Ambar Del Sur, all three fragrances follow the story of Spain and its Arabic influences.

diptyque – Rose Delight



The first quarter of this year saw the launch of diptyque's Valentine Collection in Harvey Nichols and Bloomingdales Kuwait. In this new collection, diptyques' Rose Deight was inspired by a lover's garden filled with the scent of Turkish delight, the centuries-old delicacy from the banks of the Bosphorus. With rose petals, a dash of honey, and a sliver of lemon zest, Rose Delight invites and delights, caressing the senses.

In addition, diptyque's emblematic fragrance collection is now dressed in spring finery. For a limited time only, each item is adorned with a pastel pattern inspired by French toile de Jouy infused with a Middle Eastern sensibility.