

# Luxuria Trading

Experts in Luxury Fragrances and Skincare Distribution

## GROUP NEWS:

### **Luxuria Group: Ongoing Growth**

As we enter the second half of the year, Luxuria continues to leave its footprint in the luxury distribution sector with its growing portfolio and regional expansion. CEO, Bechara Sleiman, takes pride in Luxuria Group's thriving endeavours and shares plans for the company's development, saying, "Our achievements motivate us to strive for sustained growth. Luxuria continues to explore wider opportunities in the market and is busy acquiring new brands to add to its outstanding portfolio. To better portray its evolution in the luxury Middle Eastern market, the group will undergo a rebrand to be launched over the next quarter. This along with the new website, which we are currently in the process of developing, will provide a more in-depth experience for those looking to learn more about what we do. Preparations are also well under way to establish an e-commerce platform for Elemis."

### **Luxuria Trading DMCC Recognised as Leaders in Luxury Perfume Distribution in the Middle East**



Luxuria Trading DMCC has once again received recognition as the distributor of choice by being recognised as a leader in luxury perfume distribution in the Middle East in 2018 by the MEA Markets Business Awards.

In a recent article published by the awarding body, Luxuria's CEO, Mr. Bechara Sleiman, talks about how tailor fit strategies, market knowledge, and how solid experience have built the company's success. Today, Luxuria is expanding and moving into new markets and regions –exploring how these developments will drive the firm to grow its expertise and provide an even greater array of support and solutions to its clients. You can read the full article on our facebook page and website.

### **Brand Acquisition : M.Int Parfums**

We are pleased to announce that the Luxuria Group has been appointed the distributor of M.INT in the GCC countries. M.INT was created in Italy in 2012 by its 2 founders Helen & Serge Mint who come from working with some of the most famous perfume houses. With a slogan, "That which triggers emotion", the creators don't wish to follow popular trends nor appeal the widest audience, but to instead be the trendsetters. The brand counts now 20 lines and continues to expand.

### **RETAIL OPENINGS**

#### **Harvey Nichols Doha Opening**



Luxuria is delighted to finally announce the launch of Penhaligon's, Floris, Arquite and DS & Durga at Harvey Nichols Doha which opened its doors in May this year. Stretching 861,000 sq ft over 3 floors, the department store boasts an impressive collection of niche fragrances of which our portfolio makes a significant part. With launches prepared exclusively for this venue, we are pleased to be a part of this landmark addition to the Doha retail scene.



**Elemis Shop-in-Shop in Tryano – Yas Mall**



Luxuria Introduced its first ELEMIS 'shop in shop' with treatment room at Tryano Yas Mall Abu Dhabi in May 2018. Offering services conducted by Elemis Professionals, customers can avail of a complementary skin check combining state-of-the-art technology in facial mapping analysis with a lifestyle consultation to create skincare solutions personalised to you in just 15 minutes. The menu of treatments available is extensive and customers are invited to making an appointment with the Elemis therapist.

**Strivectin in Tryano – Yas Mall**



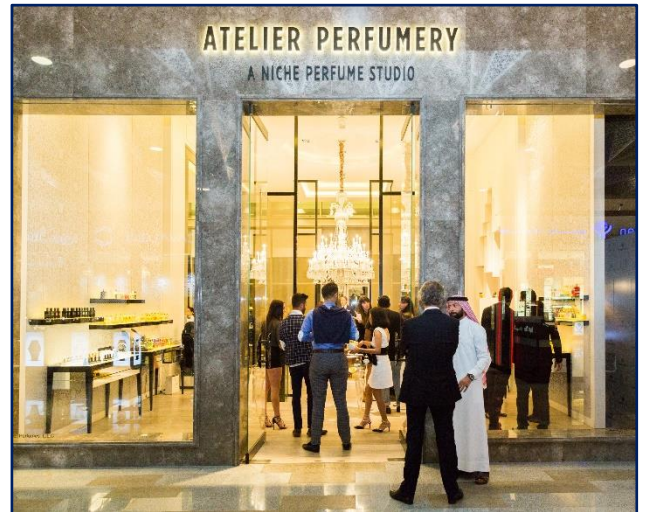
Luxuria Middle East launched StriVectin Skincare brand at Tryano in May 2018. You can find the Brand in “Flawless Skin” skin&hair care section. Strivectin delivers the most high-performance skincare and haircare solutions powered by the latest clinical advances to transform the look of your skin and hair. At the center of every formula is patented, proprietary NIA-114 technology that supercharges StriVectin’s clinically proven, award winning products.

**Penhaligon’s Launch in Galeries Lafayette, Qatar**

Adding to its growing success, we are happy to announce the opening of Penhaligon’s in Galeries Lafayette Doha. The British brand will benefit from a considerably large presence in the fragrance department of the store with 18 sqm of personalised space.

**EVENT HIGHLIGHTS**

**Floris Event at Atelier Perfumery - 24th APRIL 2018**



As mentioned in our last newsletter, Luxuria Trading was delighted to organize and host a Floris Press & PR event at Atelier Perfumery store in Galleria Mall last 24th of April.

The perfumery Director and 9th generation member of Floris family, Edward Bodenham, along with the company’s top executives, took the center stage to take the guests on a journey in discovering the rich history of the brand.

## Floris New Product Launch – Eau de Parfum 1927



We are delighted to announce the upcoming launch of the newest addition to the Fragrance Journals collection, “1927 Eau de Parfum”. Currently enjoying success in Europe, 1927 is a sparkling citrus fragrance bringing to mind the elegance, opulence and glamour of the

20's. Opening with decadent shimmering aldehydes balanced with a burst of zesty bergamot and hints of mandarin. These top notes are then accompanied by a voluptuous floral heart of violet, ylang-ylang, and narcissus with mimosa, all adding depth and complexity.

### Interesting Facts About Floris

Floris is the only appointed Perfumer to Her Majesty Queen Elizabeth II. Royal Warrants are granted to a company for their continued high standard of quality in their products and service. Floris is very proud to have held Royal Warrants for over 200 years.

### Penhaligon's Hidden London Event in Laure Beauty Centria Mall, Riyadh

Readers of our previous edition will remember that Penhaligon's has launched its new “Hidden London collection”. To mark this special collection, Luxuria was running a special event during Ramadan at Laure Beauty Centria Mall in Riyadh. The collection has met with great success during Ramadan and throughout the subsequent Eid season.

## Elemis Superfood Skincare Events



As part of the launch to Elemis' Superfood Skincare System, Luxuria conducted launch events in the month of April in:

- Shine Spa Sheraton MOE, Dubai
- Soul Wellness & Spa Sheraton Grand, Dubai
- Intercontinental Health Club Spa, Abu Dhabi
- Sharjah Golf and Shooting Club Spa, Sharjah
- Anantara Al Jabal Al Akhdar Spa, Oman
- Heavenly Spa Westin, Abu Dhabi
- Anantara Eastern Mangroves Spa, Abu Dhabi

Guest enjoyed complementary Skin Lab analysis, pampering mini facials, Spa facilities and more.

## Elemis Targeted Toning Body Moisturiser



ELEMIS will launch a highly effective, results-driven product which has extremely strong clinical and user results to reduce the appearance of cellulite. This is essential to convince a potentially sceptical audience. This product will target millennial consumers who are image conscious and therefore want a product that targets body concerns. The unique transformative texture transcends from a rich cream to a delicate, silky oil once applied to the skin. Skin is left looking refined whilst the body moisturiser works to tighten, tone and reduce dimpling.

## Elemis Daily Defence Shield SPF30



The Daily Defence Shield SPF 30 is a lightweight shield which can be layered over your daily moisturiser or daily skincare routine as the last line of defence against daily aggressors. This has been developed using the latest skincare technologies to provide the skin with three lines of defence against:

1. High-Energy Visible Light
2. Environmental Pollution
3. UVA and UVB Rays