

Newsletter #7 – Second quarter 2017



CEO's Message

Beauty products and especially perfumes are deeply rooted in the Middle-Eastern culture. This, coupled with the overall upward trend in niche brands which we have observed in the past decade, has confirmed that consumers are increasingly

expressing their desire to stand out and return to real perfumery.

These two combined trends render us confident on the long-term sustainability of our operations, which we have strengthened by reinvesting last year's growth. We do hope that you will enjoy reading our latest news.

Mr. Bechara Sleiman
CEO

Awards and Recognition

Further to a rigorous nomination, voting and judging process, Luxuria Trading has been honoured with the prestigious title of 'Best Luxury Perfume Distributor - Middle East' at the **UAE Business Awards 2017**. This prize is an acknowledgement of the accomplishments made by the company over the past year and its willingness to innovate.

Mr. Sleiman has been solicited by **Cosmetics Business** for articles on the UAE and KSA fragrance markets, and by **Thomson Reuters Accelerate SME** to share his success story as an entrepreneur.

Industry Events

Our CEO was one of the key speakers at the **IMF Professional Beauty** that took place in London last February. He shared his expertise and insights into the challenges and opportunities of distribution in Iran. The conference was very much appreciated by the attendees, the evidence being that Mr. Sleiman has already been invited to speak about another hot topic at the next edition of the IMF in 2018.

Expansions and Openings

The long-awaited maiden **Bloomingdale's** department store in Kuwait was officially opened in March. The Luxuria team participated in the VIP grand opening to inaugurate our two magnificent shops-in-shop for **diptyque** and **Byredo**.



There are many ongoing personalisations for **Penhaligon's** and **L'Artisan Parfumeur** across the region, so follow us for more updates!

We are also pleased to announce that **Arquiste** will soon be introduced in the very exclusive stores of **Atelier Perfumery** in the United Arab Emirates.

Curated by Carlos Huber, an architect specializing in historic preservation, **Arquiste** is a fragrance collection that transports the wearer to evocative moments in history. Meticulously researched using authentic sources and crafted with only the rarest of ingredients, each fragrance restores the olfactive experience of a particular time and place.

