

## Newsletter #8 – Third quarter 2017



### CEO's Message

As another academic year comes to an end and many of us are preparing for holidays, we wish our esteemed Business Partners a happy summer vacation.

Despite this being traditionally a quiet time of year, Luxuria will be operating at full throttle. I am

pleased to announce that due to our increased operations, Luxuria is now operating at group level. Indeed, we have recently reorganised our distribution and retail business in the Middle East with a view to effectively managing our growing operations in the various countries in the region. The Luxuria Group consists of 3 separate entities, each dedicated to specific activities: Luxuria Trading for the local business, Luxuria Middle East for the regional operations and Luxuria Retail operating our points-of-sales. Watch this space for further developments!

**Mr. Bechara Sleiman**  
CEO

### Press articles

Luxuria Trading has been recommended as the preferred option for those Western brands wishing to penetrate Iran from a UAE free zone in the luxurious multisector edition of **Export Magazine**. This publication is distributed to operators of the beauty industry and at the most important international exhibitions throughout the year.

### Expansions and Openings – Skincare

The multi-levelled store **Tryano** in Yas Mall, Abu Dhabi will soon host a fully personalised **Elemis** space. The adjacent treatment cabin will allow clients to be pampered and experience the quality of the Elemis products.



Speaking of Elemis, it is with great pleasure that we announce the addition of Kazakhstan, Uzbekistan and Azerbaijan to our distribution territory. Those Central Asia and Caucasus countries are promising in terms of cosmetics and spas. This new business will be lodged within Luxuria Middle East.

If you followed our previous newsletters, you already know that the **StriVectin HAIR™** range is available at Bloomingdale's in Dubai and Kuwait, Harvey Nichols in Dubai, Areej in the UAE and Qatar, and select pharmacies in Lebanon. The online distribution channels now follow the bricks-and-mortar philosophy with the products now being featured on **Ounass.ae**, the luxury website of the Al Tayer Group, and **BasharaCare.com**.

### Expansions and Openings – Perfumes

The locations of **L'Artisan Parfumeur** and **Penhaligon's** are expanding in the very exclusive department store of **Rubaiyat**, Jeddah. It will welcome two shops-in-shop whose design follows the same inspiration as in Harrods, London.



Our fragrance department is being strengthened with the arrival of some very interesting newcomers. We will be organizing meetings and conference calls to introduce them to you in the coming weeks.