

GROUP NEWS

The preceding quarter saw the Luxuria Group expand its profile in the niche fragrance and haircare sector further as well as provide a greater platform for its existing portfolio with the opening of a number of locations. It also saw the expansion of our online presence with the introduction of our brands on regional luxury portals. Our Group was also present and supportive of a number of interesting events in the region.

BRAND ACQUISITIONS

Luxuria continues to expand as it takes on new brands to introduce in the region. Specializing in both skincare and fragrance sectors, it is our pleasure to be working with the luxurious names of La Maison J.U.S, Masque Milano and Philip Kingsley.

Introducing La Maison J.U.S

J.U.S is the new French perfumery setting trends and offering new scent experiences. Uninhibited, a little rebellious with a quality par excellence. An alternative brand with a vintage pop-art look using vibrant colours in a vivacious design and representing collaborations with a totally new generation of French perfumers.

J.U.S is designed for anyone looking for a personal fragrance away from the usual products found in perfumery today.

Introducing Masque Milano

Since its release in 2010, Masque Milano has been continuously featured in a number of "best of" awards and nominations in the world of fragrance. Founders Alessandro Brun and Riccardo Tedeschi partnered to develop each single fragrance with a different nose --each one uniquely crafted by appointed perfume artisans.

Introducing Philip Kingsley

Philip Kingsley was the world's leading hair expert, consulting to actors, models, sportspeople, journalists, royalty, TV personalities – and thousands of other clients who simply wanted their hair to look and feel its very best. His immense passion and warmth, as well as his continuous study and research, remained pillars of his business and personal practice throughout his celebrated 65-year-career. He opened his Mayfair Location in 1968 and Fifth Avenue in 1977.

Philip's expertise, which bridged the gap between science and beauty, earned him many accolades. He was labelled the 'Hair Guru' by the New York Times, the 'Hair Wizard' by Vogue and the 'Hair Doctor' by the Sunday Times. Philip was in high demand as an expert in magazines and newspapers. He was interviewed on Oprah Winfrey three times, made frequent radio and television appearances, and had a weekly column in the Sunday Times for nine years running.

Philip is the man who coined the phrase 'bad hair day'. He was the first to introduce the idea of 'hair textures' into the hair industry, and he also developed the world's first 'pre-shampoo conditioner': Elasticizer.

RETAIL OPENINGS & LAUNCHES

The last quarter has seen our brands enter a number of department stores in the region, here is a quick look:

Gallery Lafayette, Qatar Opening: Floris London, DS & Durga, Tom Daxon and Carner Barcelona are now available at Galeries Lafayette Doha. The department store boasts an impressive collection of niche fragrances of which our portfolio makes a significant part.

Perfume Bay stores: Floris London in the Perfume Bay stores in Yas Mall, Marina Mall, Bawadi Mall in Abu Dhabi and Al Ain.

1422 Department Store, City Walk: Floris London and Tom Daxon are now featured in the Department Store in Dubai.

Tryano, Yas Mall Abu Dhabi: Carner Barcelona will be launched in Tryano Yas Mall, Abu Dhabi.

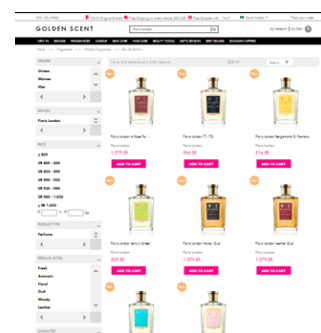
Cooperatives, Kuwait: Carner Barcelona, Floris London and Ideo are launched in the exclusive these exclusive outlets in Rumaithya, Rawda and Mishreef.

Debenhams IV, Kuwait: Floris London will join the list of exclusive brands in this highly recognized store.

A special reference is also made to Persona **Lab Image Dubai** which has become the first salon in the UAE to offer the skincare products and treatments of French skincare brand Ella Bache on the 17th April 2019.

ONLINE RETAIL

We have recently signed a cooperation with the prestigious online retailers of Ounass and Golden Scents. Both platforms provide our brands an even greater reach into the regional market following the growing trend of online retail. To kick off the move, Floris London is now available on Goldenscent.com



Ounass Men Launch Event – 20th March 2019

Floris London took part in the event hosted by Ounass introducing their men's site. The occasion took place in the Dubai Design District where VIP, Influencers and Press were invited.

SPONSORSHIP & EVENTS

JA Ladies PRO AM Team Challenge in Jabal Ali Golf Resort and Spa, Dubai, 5th May 2019

Luxuria Group in collaboration with its brands: ELEMIS, Ella Bache, and Alexandre.J sponsored a golf

tournament event in JA Resort Golf Course entitled **JA Ladies PRO AM Team Challenge**.

During the event, Luxuria offered facial spa treatments showcasing Elemis and Ella Bache products. Alongside, consumers got to experience the magnificent scents of Alexandre.J perfumes in a luxurious yacht set-up.

Luxuria also offered goody bags to 55 participating players and 20 special prizes for the winners during the ceremony.

Luxuria's objective in participating in this event was to enhance brand awareness amongst golf enthusiasts and align our brands with potential new lady consumers.

The Drift Collective Spring Edition at the One and Only Royal Mirage, Dubai, 5th March 2019

Luxuria on behalf ELEMIS sponsored The Drift Collective Spring Edition where top tier media and influencers gathered for an evening of elegant relaxation and entertainment. ELEMIS was proud give away 300 goody bags to the attendees.

'Victory Day' Theatre Play, at the Dubai Playhouse, 10th May 2019

Sponsored Spectacle dedicated to a Victory Day at the Dubai Playhouse on the 10th May

The Russian Consulate Dubai put on a special theatrical event on the subject of the second world war titled 'Victory Day'. The event was designed to ensure that the lessons learned from this historical event are never forgotten and passed on to other cultures and generations. Luxuria was delighted to have sponsored the event and helped make it happen. Goody bags were also given to the guest and actors.

GLAMBOX MIDDLE EAST April Box dedicated to ELEMIS

GlamBox Middle East launched in January 2012 to help women all around the Middle East to discover the latest and greatest in makeup, skincare, hair care, and fragrances in the market. Sending samples of the latest products monthly to the door of its subscribers, it is a great way to increase awareness of our brands to a wider market. The April box was dedicated to ELEMIS products.

NEW PRODUCT LAUNCHES

A series of launching events and activities were conducted during the month of March to introduce **ELEMIS New Superfood Skincare Squad and ELEMIS Pro-Collagen Rose Cleansing Balm**.

Here are where the major launches happened:

- **Professional Beauty (17th-18th February):** Professional Beauty is the GCC's leading trade beauty exhibition and the market-leading trade beauty and spa magazine for the Middle East. This was the first launch of the New Superfood Skincare Squad.
- **The Westin Abu Dhabi (18 March):** Mothers' Day Mommies Monday pampering event: Superfood & Pro-Collagen Rose Balm Launch

- **St. Regis Abu Dhabi (18th-19th March):** Master class Superfood & Pro-Collagen Rose Balm Launch (PR: Press, Bloggers/Influencers). Followed by Lunch at the health restaurant.
- **Tryano (20st – 31st March):** Tryano Beauty Week on counter and instore activations: mini arm massages, mini facials, sampling, instore podiums Superfood & Pro-Collagen Rose Balm Launch
- **Soul Wellness and Spa, Sheraton Grand, Dubai (27th March):** Master class: Superfood & Pro-Collagen Rose Balm Launch
- **Zayna Spa, Grand Millennium Al Wahda Hotel (28th March):** Women's Pampering event: Superfood & Pro-Collagen Rose Balm Launch



PRODUCT PROFILE

ELEMIS Sea Lavender and Saphire Salt Scrub

An uplifting and refining salt scrub containing a base of Zeolite. The scrub has a gentle warming sensation when applied to damp skin. It is available from all ELEMIS salons and department stores.

ELEMIS New Pro-Collagen Capsule Collection

This ELEMIS Pro-Collagen three-piece collection helps address the look and feel of your skin. It features a 24h anti-aging ritual clinically tested to reduce fine lines and wrinkles, including Pro-Collagen Marine Cream, Pro-Collagen Overnight Matrix and Pro-Collagen Advanced Eye Treatment.