

**GROUP NEWS:**

**FRAGRANCE:**

Last quarter of 2019, Luxuria Group Fragrance Department was engaged travelling the region, in the company of its most prestigious and high-end Niche brands; Carner Barcelona, Floris London, Tom Daxon, Sylvaine Delacourte, Affinessence in what we commonly call "Press Tour".



Exclusive events were implemented in each country in the presence of Top media, bloggers and influencers. Management members and decision makers of prestigious retail doors such as Harvey Nichols and Bloomingdales were also invited to meet the brands founders and owners.



This last quarter enabled Luxuria Group, to grow and strengthens the image and notoriety of its niche brands portfolio in the region.



**SKINCARE:**

Beauty division had a major exclusive launch of ELEMIS ULTRA SMART range. Masterclasses and PR, influencers, customers events were conducted by Luxuria Middle East Skincare Experts exclusively at selected spas in the region.



In October we celebrated the grand opening of the luxurious property Locks by Loulou Hair Salon Dubai. Luxuria Middle East invested in customizing two spa rooms and retail area of the spa.



Festive season celebrations were marked with the launch of Ella Bache skincare brand at the Intercontinental Hotel Abu Dhabi last November. Skin diagnostics with Ella Bache Professional, raffle draw prizes, happy faces and a message sent across 'What I Love Makes Me Look Beautiful' during the launch event.



'Early Bird for Christmas Shopping and Pampering' events jingled through the whole month of November and early December when ELEMIS Festive seasonal collections were introduced in the spas of the region.



**Every end marks a new beginning.** Luxuria Group Office Team celebrated the end of a successful year 2019 at Folly's Dubai



**One of the most exciting New Year's 2020 announcements of beauty brand acquisitions BABOR and Philip Kingsley!**

Luxuria Middle East Beauty team attended training with BABOR International Educator Heather Stockley and 'Discover BABOR' B2B event was launched for Spa Directors and Managers in mid of January.

We are excited to present Philip Kingsley for the first time at the upcoming Professional Beauty GCC Exhibition. Brand is currently listed in Luxurious locations of Middle East premier retailers.

