

LUXURIA GROUP NEWSLETTER

Message for the CEO

The Luxuria Group has finished 2021 strongly. We have seen significant growth in the traditional bricks and mortar businesses as well as online sales. Our strategic partnerships in the region have given our brands the exposure they need in order to grow.

Our skincare brands continue to thrive in the spa sector and have seen a promising increase in the retail sector. The fragrance brands continue to produce excellent products that have been well received by the regional consumer.

Overall we are very happy with the growth we have seen in 2021 and in 2022 we will concentrate on increasing our brands' presence in the region.

Bechara Sleiman

CEO

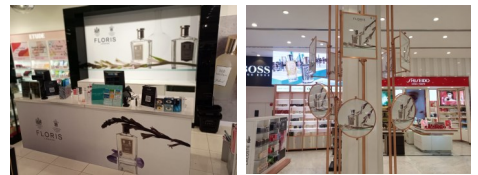
FRAGRANCE DEPARTMENT

Luxuria Group fragrance department has launched the novelty of Floris London **TUBEROSE IN SILK EDP**. A Floral Green fragrance, defined by fresh green tuberose, iris, orange flower and camphor top notes with intense tuberose and jasmine in the heart.



The fragrance is then reinforced with a combination of benzoin, with its resinous mix of sweet and fruity notes, together with soft, warm musk.

Several marketing campaigns were implemented in Debenhams at Airport, Avenues, Gate Mall, Sharq Souq Mall branches in Kuwait animated through their security banners, ceiling banners, mall towers, and digital screens. In Qatar, the brand took over Blue Salon's Window to animate Tuberose in Silk as well.



FLORIS LONDON CHERRY BLOSSOM INTENSE ANIMATION IN PARI GALLERY HYATT PLAZA, DECEMBER 2021

Following the resounding success of Cherry Blossom Eau de Parfum in the Middle East, the Floris perfumers embarked upon a journey to develop a richer version of the original fragrance, whilst maintaining the key characteristics that have contributed to its rising demand. The resulting fragrance is a deeper, more intense composition with the personality to captivate existing Cherry Blossom aficionados and to entice a new customer base to this opulent interpretation of the fragrance. Luxuria Group promoted Cherry Blossom Intense in Pari Gallery Hyatt Plaza, Qatar.



JULIETTE HAS A GUN LILI FANTASY EDP PRODUCT LAUNCH



For this latest fragrance, Romano Ricci have imagined a Juliette as care-free as a bubble of spirit, frivolous and disobedient. The fragrance, an extravagant cocktail of white flowers and ambery notes, is warped with a gourmand twist.

JULIETTE HAS A GUN, PLATINUM EXPOSURE IN APRIL BEAUTY STORES—NOVEMBER 2021

Luxuria Group has taken over April Beauty’s full in-store exposure to improve the brands equity of Juliette has a Gun by launching it’s latest novelty Lili Fantasy.

Exposure ran for the full month of November emphasizing Lili Fantasy in their windows display, niche digital screen, cash counter screens, boutique podium, and end of gondolas in Dubai Mall, Sahara Centre in Sharjah, and Dalma Mall in Abu Dhabi.

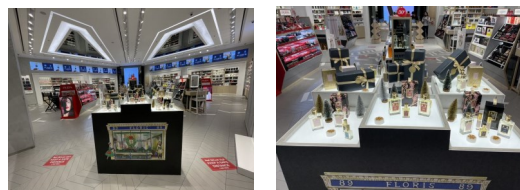


FLORIS LONDON FESTIVE ANIMATION IN APRIL BEAUTY STORES—DECEMBER 2021

Following the success of Lili Fantasy launch in April Beauty, Luxuria continued to take over April Beauty store, this time launching Floris London in all their Point of Sales.



Focusing on it’s best-selling item, Cherry Blossom EDP with a touch of festive feels, Luxuria has again taken over April Beauty’s windows, digital screens, and wrapped their boutique podium with Floris London’s Christmas festivity visual.



FLORIS LONDON CHRISTMAS SET IN VAV-AVOOM, KUWAIT

Floris London are delighted to present their beautifully adorned Christmas Gift Collection for 2021, reflecting the traditional elegance of the past reinterpreted for today.

Loyal customers of Vavavoom in Kuwait were treated to this collection.



CARNER BARCELONA END OF GONDOLA ANIMATION IN APRIL BEAUTY STORES

Luxuria Group has promoted VOLCANO EDP, Carner Barcelona’s best-selling fragrance through April Beauty’s end of gondola animation space from October to January 2022 following it’s launch in April Beauty.

VOLCANO EDP is an oriental floral fragrance composed of notes of nutmeg and patchouli, mixed with cistus and vetiver, delivering a mesmerizing scent that spreads sentiments and emotions wherever you go.

BEAUTY NEWS

Breast Cancer Awareness Month with Natura Bisse.

On the 7th of October, in collaboration with Luxuria and Natura Bisse, the Dalouk Spa at the Sharjah Ladies Club held a full day of skincare consultation where our experts provided over 120 skincare consultations and a master Class to our guests. During the month a donation of AED 50 for every Natura Bisse treatment was made to a breast cancer awareness charity.



Exclusive pre-launch at the Harvey Nichols Dubai

During the week of the 5th to 19th of October, Luxuria conducted an exclusive pre-launch of the new Natura Bisse Diamond Well-Living Collection launched in the Beyond Beauty area at Harvey Nichols Dubai.



On the 29th-31st of Oct Bloomingdales guests were invited to discover the new Diamond Well-Living Collection. Mini-facials were provided by staff to show guest the benefits of the line.



Natura Bisse Quiro Golf Massage Launch

From 14th to 22nd Nov '21 players and guests of the European Tournament were newly treated to the Quiro Golf Massage using actual golf balls at The Lounge Spa Jumeirah Golf Estate Dubai. Treatments were performed inside the unique Natura Bisse Pure Air Bubble



which provides guests with 99.9% pure air during the treatment.



Natura Bisse Bubble Pure Air

The Natura Bisse Pure Air Bubble then traveled to the Iridium Spa at the St. Regis Saadiyat Island in Abu Dhabi where guests could experience the unique sensation for the entire festive season.





LUXURIA GROUP

NEWSLETTER Q4 2021

Luxuria Middle East and BABOR sponsor Ladies Fashion Club UAE new year themed event.

Ladies Fashion Club is a community of



women living in UAE and interested in luxury fashion and lifestyle. At the event held on 13th of December, the guests were given the opportunity to learn more about the luxury of Babor and took away special gifts to enjoy.



PHILIP KINGSLEY IN COLLABORATION WITH Miley Cao fashion brand

Luxuria sponsored the Fashion Journey Photography event at the Miley Cao boutique on the 5th of December 2021. Fashion photographers and models were provided with the opportunity to see the benefits of the hair-care brand.



Festive Season Collections

Natura Bisse:



NEW Product Launches

Natura Bisse Diamond Well-Living Collection is a complete line of eight body products for home use and an exceptional menu of personalized professional rituals that maintains the excellence of the **Diamond Collection** but has been translated into unparalleled sensuality and, of course, gorgeous skin.



DOCTOR BABOR POWER AMPOULES

Advanced – For customers specifically looking for active ingredients and the effect of Doctor Babor and at the same time looking for an uncomplicated, practical application. Fast results after just 7 days.



Haircare Novelties

A NEW Bestseller! Philip Kingsley Egyptian Jasmin and Mandarin Elasticizer.

The world's first deep conditioning pre-shampoo mask. Full of genuinely effective ingredients like Castor Oil and Hydrolyzed Elastin that rehydrate your hair.



PURE COLOR A frizz-fighting serum for coloured hair

For anyone with colour-processed hair, whether temporary or permanent, colour-processed at home or in the salon. Also suitable for those

