

**LUXURIA GROUP NEWSLETTER**

**Message from the CEO**

The second quarter of this year has shown that the increased demand we are experiencing is not a matter of chance but one of sustainable growth. We have seen a number of new openings in the region and continued market penetration and consumer engagement by way of various activations and promotional events.

The Holy Month of Ramadan provided a good opportunity for our brands with increase consumer spending and tourism.

We look forward to a continued push through 2022 and the coming summer months.

**FRAGRANCE DEPARTMENT**

Kuwait & Qatar were the first markets to launch the new "Platinum 22 EDP" by Floris London with Kuwait having a pre-exclusive listing with the product in Bloomingdales. The EDP was launched in a PR event, attended by many influencers and major retail representatives.



**TRADE MARKETING ACTIVATIONS**

**JUS Co-founder visit & Brand training:** The Co-founder of J.U.S, Mr. Jean-Baptiste Roux, visited the UAE & Qatar markets last quarter, touring the retail stores with our local country managers. In addition, he also took this opportunity to conduct a refresher training with our beauty advisors and sales representatives.



**JUS – Entrance Exposure in Pari Gallery, Royal Plaza Mall:**

Two of JUS Parfum's best sellers, Sexy Crush & Coffeeze, were animated at the entrance of Pari Gallery, Royal Plaza Mall in Qatar, from May 1<sup>st</sup>-15<sup>th</sup>, 2022.



**Juliette Has a Gun – Cash Counter Wrap Animation:**

From June 5<sup>th</sup> till July 4<sup>th</sup>, the cash counter at Areej Beauty store in Mall of Emirates, was wrapped with two of Juliette Has a Gun's novelty "Magnolia Bliss" & Lily Fantasy.



**Floris London – Entrance Exposure in Pari Gallery, Royal Plaza Mall:**

Cherry Blossom & Platinum 22, were animated at the entrance of Pari Gallery, Royal Plaza Mall in Qatar.



**Personalization:**

Opening of the following personalisation:

- Carner Barcelona in Pari Gallery, Hyatt Plaza – Qatar
- Floris London Gondola in Pari Gallery, Hyatt Plaza – Qatar
- Floris London Centralized table in Secret Notes, Place Vendome - Qatar
- Floris London Mini boutique in Pari Gallery, Lagoona Mall – Qatar
- Carner Barcelona gondola in Pari Gallery, Lagoona Mall - Qatar

BABOR was introduced in Dubai Ladies Club AlAsalla Spa. Now available facial and body treatments, and homecare products of DOCTOR BABOR, Reversive, and famous Ampoules Concentrates for all skin concerns.



**Digital & E-commerce:**

- Listing of ELO, Roos & Roos, Tom Daxon & Juliette Has a Gun on parisgalleryksa.com
- Digital Campaign with Goldenscent.com (Sampling, GWP, Social Media exposure & Influencers review)
- ELO Digital Screen animation in Laure Beauty KSA (4 stores)

**Events**

- Last week of June 'Get to know your skin with BABOR' events were held at the Feel -Well spa of Dubai Herbal & Treatment Centre and Al Asalla Spa Dubai Ladies Club. Guests were offered skin analysis with BABOR derma visualiser devise and advised on the most suitable skincare routine for their skin type and needs.
- 9<sup>th</sup> June C+C VITAMIN SUMMER COLLECTION PROMO at Al Habtoor Palace. The Spa invited their VIP clients for a morning gathering to a Masterclass with Natura Bisse professionals followed by famous afternoon tea at the Royal Suite.

**SKINCARE DEPARTMENT**

**New launches**

New Diamond Extreme Serum by Natura Bisse launched in Bloomingdales Dubai Mall. 26<sup>th</sup> 28<sup>th</sup> May clients were invited to experience complementary new facial treatment and were offered a gift with purchase of this new product.

