

LUXURIA GROUP NEWSLETTER

Message from the CEO

The third quarter of 2022 proved to be full of surprises. As the world continues to adapt to the social, economic and financial changes the market has continued to stay robust in the middle east.

Our goal is to ensure that our brands remain competitive and present in the market, but at the same time maintain their up-market positionings. We continue to implement strategies and agreements to ensure this is the case.

We have seen a lot of activity in our UAE, Kuwait and Qatar markets, with our brands taking part in a number of activations and openings. Next quarter we will see a greater push into our Saudi markets as the roots we sowed for growth with strategic partnerships and hires begin to show results.

We look forward to continued and sustainable development ahead.

Highlight of the Month



No. 007 EDP—Floris London



Hibiscus & Carabao Mango Elasticizer - Philip Kingsley

FRAGRANCE DEPARTMENT

TRADE MARKETING ACTIVATIONS

Juliette Has A Gun, Animation : Focusing on the newest launch of Magnolia Bliss from Juliette Has a Gun (JHAG), an animation package was booked at four April Beauty stores in the UAE: The Dubai Mall, Dalma Mall (AUH), Wahda Mall (AUH) and Sahara Center (Sharjah). The animation package consisted of Window Animation, Podiums and EOG exposure from 1st – to 30th August.



Areej Window & Podium Animation – JHAG :An animation package was booked at 3 Areej stores: Mall of Emirates, Marina Mall (AUH) & Ajman City Center. The animation package consisted of window podium and in-store digital exposures from 5th to 19th September.



Tom Daxon Cash Counter Wrap: The cash counter was wrapped with Tom Daxon branded visuals in Pari Gallery Hyatt Plaza – Qatar, during the month of August.

Tom Daxon Animation: From 13th to 16th September, Tom Daxon was animated in the men’s grooming area of Harvey Nichols – Mall of Emirates.



Floris London: In celebration of James Bond 60th anniversary, Floris London launched their newest EDP “No.007”. On this occasion, Luxuria Group will be launching the EDP with several upcoming events. See more in our next issue.



Digital & E-Commerce:

- Ounass Sampling Campaign – JHAG Deluxe Samples: During the month of August, we have taken part in a sampling campaign with the leading online platform, Ounass, by providing 5,000 deluxe samples of Lily Fantasy from Juliette Has a Gun. Insights to be shared soon
- PR Gifting and Influencer campaign: As an integral part of any marketing strategy, Luxuria continues to work with leading regional influencers in getting the word out about our brands to the right audiences.
- JUS: 6 major influencers were gifted JUS’ bestselling EDP “Sexy Crush”, which resulted in great coverage and reviews from KOLs, in the UAE & Qatar markets.
- JHAG: On occasion of the launch of “Magnolia Bliss”, major influencers in the UAE were gifted the EDP, for their review and coverage.

New listings & Personalization

- JHAG in Areej Ajman CC & AUH (UAE)
- Floris London in Debenhams (Bahrain)
- Floris London, Carner Barcelona & JUS

SKINCARE DEPARTMENT

New Openings:

Natura Bisse

Over the summer months, the following personalized units and gondolas were opened in Faces for Natura Bisse:

5 doors of major KSA cities Jeddah & Riyadh & Al Khobar: Mall Of Arabia, Red Sea Mall, View Mall, Nakheel Mall, AlShaikh Avenue. 2 doors in Doha: Faces Vendome and Villagio.



New look of Natura Bisse semi-customized retail area @RITZ CARLTON DUBAI SPA



Babor: The.M.SPA at Grand Plaza Movenpick Media Dubai, Cryo Al Mamsha Saadiyat Island Abu Dhabi.



Philip Kingsley new openings in the Bahrain retail with personalized counters: Jashanmal, Saks Fifth Avenue & Debenhams.



Retail Events

Philip Kingsley

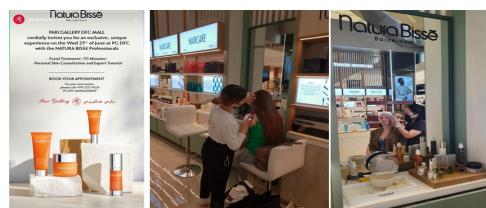
Philip Kingsley's tropical island brought a burst of colour to the Discover Beauty Area of Bloomingdales Dubai Mall from Sep 13th – to 26th. The star of the event was the new fragranced Limited Edition Carabao Mango & Hibiscus Elasticizer. Customers were treated to a scalp and hair analysis and consultation followed by Elasticizer application.



Natura Bisse

An expert tutorial about the Natura Bisse C+C Vitamin Summer collection was offered to clients of Pari Gallery DFC mall on July 29th. Clients met with Luxuria's skincare professional for personal skin consultation, tutorial and 30 min facial treatment.

Full day brands activations were organized at Harvey Nichols Dubai in August. Our Natura Bisse specialists offered a full day of mini facials promoting Instant Glow Treatment for home-spa. On another day allocated to Philip Kingsley our specialist performed scalp and hair analysis with the specially designed analysis device and advised on appropriate PK products to be used.



Social Media

Collaborations and Sponsorship during summer and vacation season.

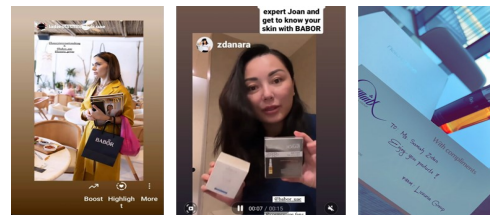
LG sponsored fashion gathering of 15 influencers with BABOR goody bags introducing new Glow Booster Bi-phase Ampoules. The event was hosted by ladiesfashionclub.uae and was held at the Kempinski Dubai on the 21st July.

LG sponsored our partner Nadaraskin in collaboration with Jessica Bounni in introducing Doctor BABOR Protect Cellular collection.

Monthly Influencers seeding to promote our beauty brands

LG presented Natura Bisse's full Diamond Collection line to Samah Zidan, influential Saudi actress, for her to use the products during her stay in the UAE filming for NBC1. The products were selected especially for her skin after personal skincare consultation with LG's skincare expert.

Influencer Zdanara Introduced BABOR travel essentials.



Masterclass for Intercontinental Hotel

A master class was held for the spa staff of the Intercontinental Hotel Abu Dhabi by our experienced trainers. The class focused on the home-use retail products. During the masterclass, trainees used products on themselves in appropriate sequence for their own daily skincare routine. Our trainers explained how and which products to advise to their clients after the hands-on treatment which is a unique combination for each client.



Animations

Philip Kingsley Cash Counter Wrap: The cash counter of Pari Gallery Hyatt Plaza – Qatar was wrapped with Philip Kingsley branded visuals during the month of September.

Natura Bisse instore exposure: the advertising pillar and cash counter TV played Brands' videos: new products, how to use, brand deck videos continuously for 1 week in Faces Vendome – Qatar from the 24th to 31st July.

