



NEWSLETTER Q3 2023

## LUXURIA GROUP NEWSLETTER

### Message from the CEO

#### CEO's Quarterly Newsletter Address:

As we reflect on the past quarter, it's evident that our group has been buzzing with activity. The beauty sector has found itself in a uniquely challenging position in the realm of 21st-century marketing. In an era where most consumers seek product information online, often relying on influencers and industry reviews, the tactile experience of a beauty product remains essential for complete conviction.

It is precisely for this reason that our Luxuria team has diligently invested in targeted marketing campaigns, embracing both traditional "brick-and-mortar" approaches and digital strategies. These two facets work in synergy, complementing each other, and the tangible results are a testament to this approach.

Simultaneously, we've collaborated with influencers and orchestrated events and master classes to provide consumers with the opportunity to fully immerse themselves in our products. This holistic approach ensures that our customers not only hear and see but also smell and feel the luxury and quality that Luxuria stands for.

- Bechara Sleiman, CEO

## QUARTER HIGHLIGHT

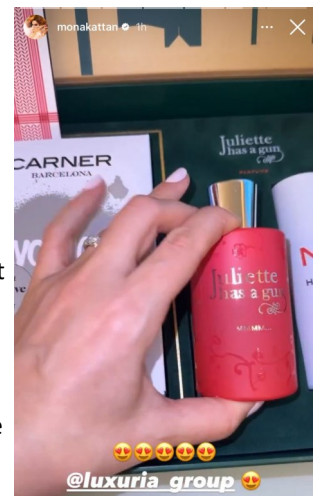
### **Floris London— First Mall Podium Animation**

To enhance brand visibility and boost sales as part of their year-long agreement with the Mall of Emirates, Luxuria Group conducted a captivating podium presentation at the Mall of Emirates, focusing on one of their flagship brands, Floris London.



### **Influencer Seeding Box—KSA National Day.**

As part of the KSA National Day festivities, Luxuria Group generously presented more than 50 prominent macro-influencers from the region with an opulent package containing our top-selling fragrances. Among the notable recipients, the Princess of Perfumes herself, Mona Kattan, expressed her appreciation for the gift.



**FRAGRANCE DEPARTMENT**

**Trade Marketing Activations**

The Floris London podium presentation at the Mall of the Emirates showcased the brand and featured three of its top-selling fragrances: Platinum 22 Eau de Parfum, Cherry Blossom Eau de Parfum, and Cherry Blossom Intense Eau de Parfum. Notably, the podium was strategically positioned in front of Harvey Nichols, emphasizing the brand's presence in the store's Fragrance Hall and Men's Grooming Area. **September 19th—September 28th, 2023**



In alignment with the celebration of KSA National Day and Prophet Muhammad's Birthday, our Brand Ambassadors distributed flowers for both occasions, accompanied by branded samples from the Floris London collection.



**Carner Barcelona & Floris London launch in Fragrance Room—Bloomingdales Kuwait** To mark the grand opening of the Fragrance Room at Bloomingdale's and the inclusion of our two brands, a PR event was meticulously planned. The event featured esteemed Macro-Influencers and TV Celebrities who were graciously invited to share their insights on the brands and their standout best-selling products.



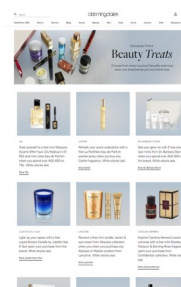
**Digital Activations**

**Juliette has a Gun GWP - Luxury Candle:** In an effort to bolster online sales on Bloomingdales.ae, customers were delighted to receive a premium JHAG candle as a complimentary gift with every purchase from the brand. While stocks last.



JULIETTE HAS A GUN  
Light up your space with a free Liquid Illusion Candle by Juliette Has A Gun upon your purchase from the brand. While stocks last.

[Shop Juliette Has A Gun](#)



## SKINCARE DEPARTMENT

### Launch News

#### Natura Bisse

A new door was unveiled for Natura Bissé at Al Wathba, a Luxury Collection Desert Resort & Spa in Abu Dhabi. Visitors can now indulge in Natura Bissé treatments and conveniently acquire products for their personal use.



#### Babor

Cleopatra's Spa, located at Pyramids at WAFI Dubai and the Retreat Health Club & Spa at Le Royal Meridien Beach Resort & Spa Dubai, recently introduced Babor. Guests can now indulge in BABOR treatments and acquire products for their personal skincare



### New Look for Nature Bisse

In July 2023, a fresh Natura Bissé counter was unveiled at Bloomingdale's Dubai Mall, UAE, welcoming visitors at the entrance to the Discover Beauty Area.



### Master Class—Swiss Perfection

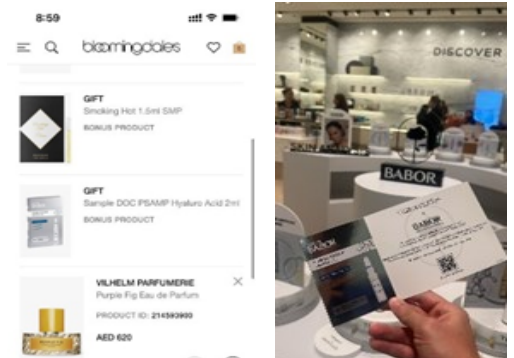
On the 4th of July, our Swiss Perfection educator, Joan, hosted a masterclass to introduce the brand's skincare routine to three therapists at BROWZ.



### Digital Activations

#### Bloomingdales x BABOR Pre Launch

In September 2023, a Sampling Campaign took place, offering a complimentary exclusive 30-minute facial and skin analysis session with our BABOR Skincare Experts in the Beauty Room at Bloomingdale's Dubai Mall.



**PR & Influencer Collaborations**

Below are some takes from the PR and influencer campaigns over the last quarter.

In addition to the campaign for KSA National Day mentioned earlier five influencers paid a visit to our Floris London podium at the Mall of the Emirates to provide coverage of the presentation and discuss the brand.

