



NEWSLETTER Q4 2023

## LUXURIA GROUP NEWSLETTER

### Message from the CEO

This year saw the momentum of the post-covid era continue to push the luxury beauty market to almost pre-covid levels. Growing populations and rising disposable incomes mean that more people are likely to spend in the areas of skincare, cosmetics, haircare and perfumes.

With the expansion in the market, there also comes a significant growth in customer awareness. As the middle east matures, customers become more discerning, the market becomes more competitive and brands need to be more in tune with what their customers need in order to obtain longevity.

In the last quarter of 2023, Luxuria has maintained a significant level of market research in order to determine what customers want and how to best reach them.

We led a number of new launches for our fragrance and skincare brands. Fragrance saw a greater penetration into bricks and mortar which was heavily supported by the online and digital marketing efforts. Our skincare team did a fantastic job in putting together the retail launch of Babor in the Emirates. All avenues of awareness were utilized in some of the most lucrative and high end locations in the UAE to announce the entrance of the brand into the retail arena. We have seen a significant growth in interest in the brand as a result.

I am sure that the coming year will see continued success in this dynamic part of the world.

- Bechara Sleiman  
CEO

## FRAGRANCE DEPARTMENT

### NEW LAUNCHES

- **WILGERMAIN—BRAND LAUNCH (November 2023):** Luxuria Group has launched the exclusive Wilgermain brand of niche fragrances in the Middle East. Designed to appeal to both the most demanding fragrance aficionado and the individual buying a niche fragrance for the first time, Wilgermain offers a carefully curated collection of exceptional scents conceived to explore a broad range of fragrant themes. The brand is available at Bloomingdales Dubai Mall, Ounass & Bloomingdales.ae



- **GRITTI—BRAND LAUNCH (December 2023):** As part of our drive to support high quality artisanship in the niche market, this quarter, Luxuria launched Gritti in the Middle East. An Italian high end perfumery brand supporting local artisans and ensuring highest quality standards. The brand is now available in Qatar and KSA.



**Trade Marketing Activations**

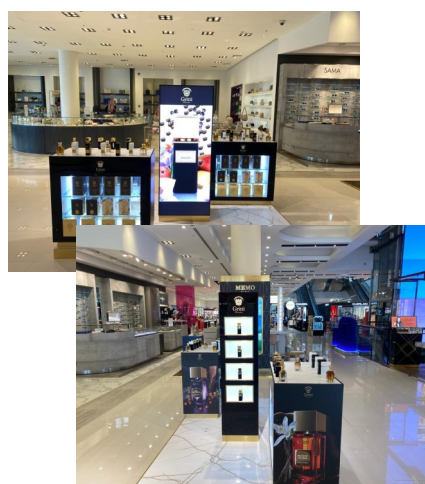
- **Ode to Dullness by JHAG Animation: Podium in Harvey Nichols— Riyadh, KSA (November 2023)**

To herald the arrival of "Ode to Dullness" in KSA, Harvey Nichols Riyadh strategically positioned a captivating podium display, effectively sparking curiosity and driving sales for the latest launch.



- **2-Gritti Animation : Podium in Harvey Nichols—Riyadh, KSA (November 2023)**

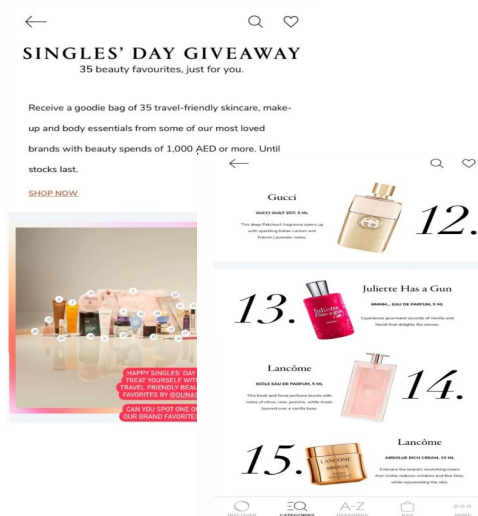
Harvey Nichols' Riyadh outpost provided the perfect platform for Gritti to craft a unique and immersive brand experience. The dedicated podium allowed customers to engage with the brand's story and heritage, fostering a deeper connection and ultimately driving purchase decisions.



**Digital Activations**

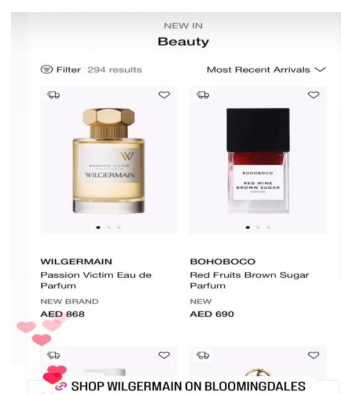
- **Ounass Singles Day—Deluxe Sampling Campaign (November 2023)**

To capitalize on the immense reach and targeted audience of Ounass' annual Singles' Day event, Luxuria strategically partnered with the online luxury retailer for their coveted Deluxe Pouch promotion. This year, the pouches, offered with every purchase exceeding AED 1,500, featured a curated selection of exclusive fragrance samples – and Luxuria secured prime placement with deluxe 5ml vials of the highly sought-after MMMM... by Juliette Has A Gun.



- **WILGERMAIN - NEW IN Exposure Bloomingdales.ae & Ounass (November 2023)**

To strategically amplify the in-store and online launch of Wilgermain across Bloomingdales.ae and Ounass, a multifaceted digital campaign was implemented. The core element of this campaign was securing prime real estate within the "New In" category on both platforms. Campaigns such as



this create immediate brand awareness, targeted customer reach and enhanced brand image.

## SKINCARE DEPARTMENT

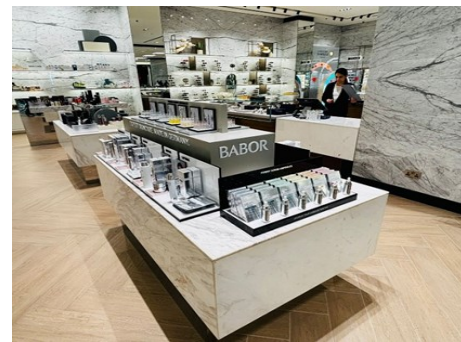
### Launch News

#### BABOR

Q4 2023 was an exciting period for Babor in the UAE.

We are thrilled to share the exciting success of launching Babor into retail and all our activations at Bloomingdale's and Harvey Nichols to showcase the brand's commitment of expert skincare and also raised the brand awareness in the UAE. This included the following initiatives:

**Launch of the Babor personalised table at Bloomingdale's Dubai Discover Beauty area: 1st October 2023.**



#### **BLM 3X3 Podium (October 3 -31, 2023):**

Elevating our presence with a bold statement, our 3X3 podium at Bloomingdale's Dubai highlighted the key Babor products: the ampoules!



#### **BLM Beauty Room (October 4-8, 2023)**

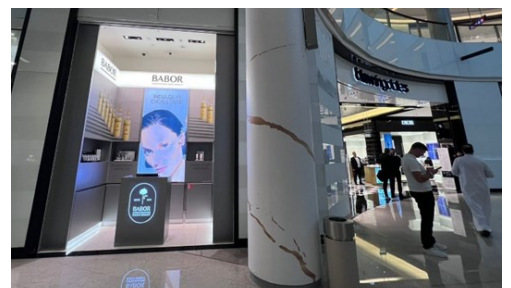
Transforming the BLM Beauty room into a Babor haven, we gave customers the chance to experience a unique skin analysis from the brand and a customised 30-minute facial in the privacy of the beauty room, leaving them feeling pampered and refreshed.



#### **BLM Pop-Up (October 17-31, 2023):**

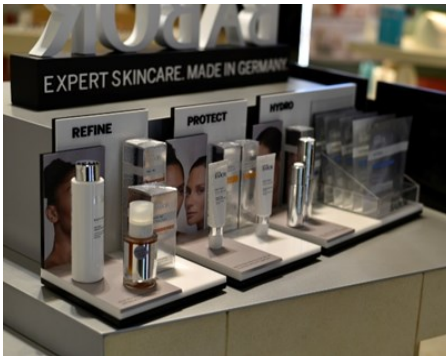
Babor was a showstopper at the Bloomingdale's pop-up window between 17 – 31 October.

Positioned near the main entrance of the Bloomingdale's store, this pop-up generated a substantial sales opportunity for the brand and increased brand awareness due to the exposure it received in this location.



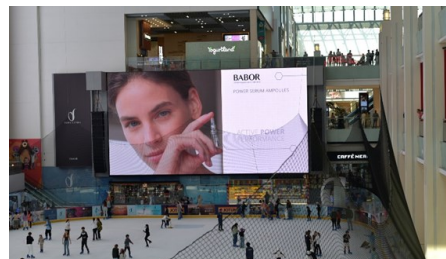
**HN Focus Table (October 3—21):**

Babor took centre stage at Harvey Nichols at the focus table between 3 – 21 October. Here, customers could explore an array of our bestselling collections and lines.



**Dubai Mall Screens Takeover (October 18-31)**

Simultaneously with the BLM pop-up, we had a digital takeover of the screens in Dubai Mall – 384 screens in total. Commanding the attention of all Dubai Mall shoppers, Babor was truly unmissable during this period.



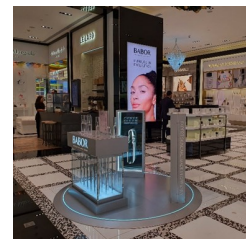
**MOE Mall Podium (October 22-31):**

Taking the glimmer of our brand to the bustling Mall of the Emirates, Babor had an eye catching podium outside of Harvey Nichols from October 22 to 31. Focusing on the best sellers from Babor this podium caught the customers walking in this high footfall spot in the mall regardless if they enter Harvey Nichols or not.



**BLM Fragrance Pad (November 7-31)**

The first skincare brand to book the Fragrance Pad space at Bloomingdale's – Babor was catching new potential customers who were shopping in the fragrance hall. The beautiful display was eye-catching and impactful for the customers passing by.



**NATURA BISSE**

**Breast Cancer Awareness event at Sharjah Ladies Club**

We teamed up with Dalouk Spa at Sharjah Ladies Club to celebrate the annual Beauty Lovers Day along with Breast Cancer Awareness Month.

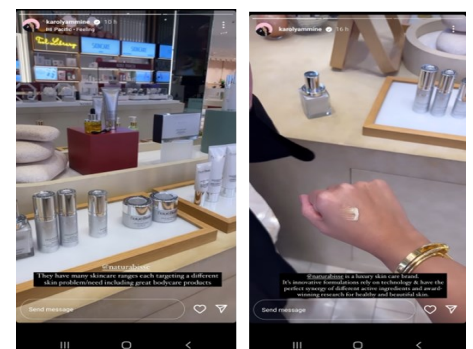
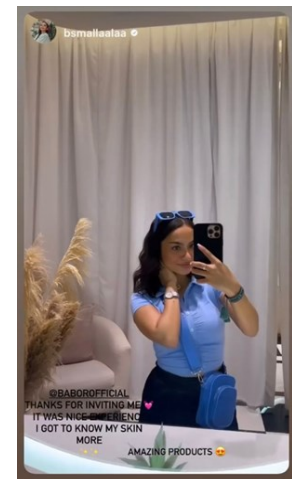
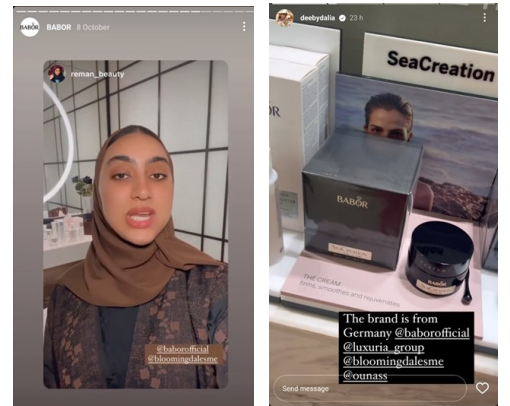
We invited a group of women to Dalouk Spa on 5th October to bond and share their experiences during this event. The attendees were a mix of breast cancer survivors (6) and Dalouk Spa loyal VIP customers (14).

Our guest speaker, Manal El Hage, from Friends of Cancer Patients shared inspirational stories, tips about health, detoxing after treatment, early detection, etc. Guests also shared some of their stories and experiences with the group.



**PR & Influencer Collaborations**

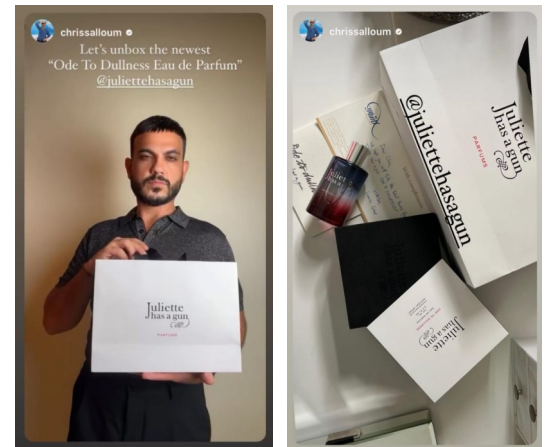
- To support all offline activations for the launch of BABOR brand, Influencers booked their exclusive BABOR facial at Bloomingdales Beauty room and covered the brand on their social media channels



- Social Influencer & Entrepreneur Mona Tajarbi visited Bloomingdales Dubai Mall to discover and cover Natura Bisse brand.



- For the launch of Ode to Dullness EDP by Juliette Has A Gun, 10 Influencers were gifted the brand's press kit for the product launch, which was featured on their Instagram and Snapchat channels.



- Influencer Dalia El Ali, visited Bloomingdales Dubai Mall, performed a Skin Analysis by our BABOR beauty advisor, followed by a skincare routine recommendation.

