



BEAUTE LUXE



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**EUROPE
AFRICA
ASIA PACIFIC**

For over 30 years, our omnipresence in the travel retail market as well as our expertise in the area of perfume and cosmetics distribution have made **BEAUTE LUXE THE IDEAL PARTNER FOR BRANDS WHO WISH TO IMPLEMENT THEMSELVES IN NEW TRAVEL RETAIL MARKETS** in a sustainable and efficient manner.

BEAUTE LUXE TODAY

THREE OFFICES in strategic locations such as **Singapore** for **ASIA PACIFIC**, **Paris** for **EASTERN COUNTRIES** and **Dubai** for **AFRICA**.

TWO DEPARTMENTS: TRAVEL RETAIL and **RETAIL** for **LOCAL MARKETS**.

For our partners, this represents a potential **PRESENCE IN 110 COUNTRIES**.

BEAUTE LUXE is now the **UNDISPUTED LEADER IN THE DISTRIBUTION OF PERFUMES IN NEW TRAVEL RETAIL MARKETS**.

OUR VISION

To be the global leader in the distribution of perfumes and cosmetics within travel retail.

OUR MISSIONS

DISTRIBUTE LUXURY PERFUMES AND COSMETICS ACROSS NEW TRAVEL RETAIL MARKETS. Offer brand visibility wherever the traveler goes, from Uzbekistan all the way to the confines of Burundi. **MAKE EVERY EFFORT TO CONVERT TRAVELERS INTO NEW CUSTOMERS.**



“
Be present wherever the traveler goes. Those who take risks, always win!
”

David DAYAN | CEO, BEAUTE LUXE

In fact, there is so much to say about our beloved CEO, **David DAYAN**, that writing a simple column would not suffice. Fortunately, having lived ten lifetimes before becoming our CEO, a lot had been written about him and in two clicks you can find a multitude of articles. Here is a brief summary of his career:

Son of an Ambassador, **David DAYAN** has traveled from country to country since he was a child. He spent most of his adolescence in **AFRICA**, and then moved to the **UNITED STATES** where he obtained an MBA in international management at the prestigious Berkley University. He subsequently obtained a diploma in Gemmology at the Gemological Institute of America, which allowed him to join **VAN CLEEF & ARPELS** as **PURCHASING MANAGER IN THAILAND**. Some time later, he accepted the post of **DIRECTOR, ASIA PACIFIC EXPORT FOR GIVENCHY**, where he took his first steps in the world of travel retail.

Seven years passed before he joined **LALIQUE** as their **INTERNATIONAL DIRECTOR, TRAVEL RETAIL**. It is there that he met some time after Bernard **LACOSTE** who in turn intrusted him with the **GLOBAL MANAGEMENT OF LACOSTE'S TRAVEL RETAIL DEPARTMENT FOR 13 YEARS**.

After visiting the largest points of sale in Mexico to the smallest local markets in Nepal, he builds, year after year, a solid vision of the global travel retail market. Armed with all his experience, he decides in 2016 to create what would later become the **BEAUTE LUXE** Group and specializes in the **DISTRIBUTION OF LUXURY PERFUMES AND COSMETICS IN NEW TRAVEL RETAIL MARKETS**.

DAVID DAYAN - CEO



“
Do not fear any challenge and do not let any opportunity pass you by!
”

—
David DAYAN | CEO, BEAUTE LUXE DUTY FREE

One Wednesday afternoon, as with countless others in 2016, our future President, **David DAYAN**, boards the Trans-Mongolian from Moscow to Beijing. As this happens often when you travel over a hundred times a year, conditions are such that the train is stalled at the station for two days on the Sino-mongolian border in Erlian.

Without a hint of disappointment, **David DAYAN** decides to take advantage of these two “days off” to conduct a study of the local markets for his clients. The realisation is clear: firstly, he is stupefied by the number of “travelers” who only cross the region’s borders to purchase tax-free items. Secondly, he finds that most of the luxury brands are not even represented.

Recognized for his 30 years of experience in travel retail, **David DAYAN** has this revolutionary and adventurous attitude that leads him to recognize this lack of presence as a fantastic opportunity to develop the sales potential and the reputation of his clients in these new international markets.

In doing so, and after an impressive number of meetings, **David DAYAN** give rise to what is now known as the “**BEAUTE LUXE**” Group and signs the first perfume and cosmetics distribution agreement in 2019.

THUS BEGAN THE BEAUTE LUXE JOURNEY.

GENESIS



“
*The key to this profession:
be efficient and reliable.*
”

David DAYAN | CEO, BEAUTE LUXE

WHAT DO WE DO FOR OUR PARTNERS?

In order to increase the visibility and sales of brands, we develop several key areas:

1- We provide **TAILORED MARKET STUDIES** that allow us to create pertinent development strategies for our clients' chosen markets.

2- **WE CREATE MARKETING TOOLS** adapted to the markets, **WE DESIGN, AND MANUFACTURE FURNITURES** and display cabinets as needed.

3- We offer **LOCAL SALES FORCE & BEAUTY ADVISORS**, trained in the best schools, at each point of sale.

4- **WE ENSURE THE SALES FOLLOW-UP** and the relationships with local retailers, in order to establish an efficient and lasting partnership.

**RELIABILITY AND EFFICIENCY OF THE
NETWORK ARE THE KEY WORDS OF OUR
BUSINESS**

SERVICES



paco rabanne

SHAKIRA

YVES SAINT LAURENT

DIESEL

MAYBELLINE
NEW YORK

L'ORÉAL
PARIS

Jean Paul
GAULTIER

cacharel

CAROLINA HERRERA
NEW YORK

POLO  RALPH LAUREN

NINA RICCI
PARIS

LANCÔME 

ANTONIO BANDERAS
FRAGRANCES

GIORGIO ARMANI

AZZARO

LUXURY BRANDS



BEAUTE LUXE

*We look forward
to hearing from you !*

PRESS CONTACTS

For any questions, printing material such as HD
logos, organizing meetings or interviews etc...
please call or e-mail:

Sophie ARGOLAS

Head of Communications

E : sophie.argiolas@beauteluxedf.com

Alison ALVAREZ

Communications Assistant

T : +33 1.60.36.89.00

E : alison.alvarez@beauteluxedf.com

**PLEASE CHECK OUR WEBSITE
TO ACCESS HD PICTURES**

WWW.BEAUTELUXE.COM

PRESS LOUNGE