

# BEAUTE LUXE

## A company that moves Africa!

Since the dawn of time, in terms of Beauty, **African women have been flirtatious and refined**, regardless of their purchasing power or social condition. The big brands already established on the continent or those who want to find a place there have understood this and are now calling on key players in the beauty market such as **BEAUTE LUXE** to distribute their products in sub-Saharan Africa. **BEAUTE LUXE** created by **David Dayan** has become in a few years **the leader in the distribution of perfumes and cosmetics on the continent.**



When we talk about Africa, we are talking about a set of countries, each of which has its own codes. Although each market must be approached differently, there are the same indicators of growth that do not deceive: a young and dynamic population, a growing middle class, and the growing effect of social media on the beauty market. The wealthier millennial generation no longer hesitates to show off and influence. This highly prized clientele of "Great houses" spends a lot on the continent and Africa is now on the agendas of decision-makers in the luxury and beauty sector! An Africa which prospers, and which consumes without complex thanks to the presence of actors such as BEAUTE LUXE, official distributor of perfumes and cosmetics, which contribute to the African economic improvement and this, despite a sharp slowdown due to the global health crisis.

*"Since the crisis and even before, the key success factors in Africa have been hyper-localization, targeted offers, the quality of the products offered and the establishment of ultra-efficient delivery infrastructures! In small stalls, markets, supermarkets, hairdressing salons, cosmetics shops, even on the Internet, African women want to be able to find "the" product that will meet their Beauty requirements. In recent years, we have seen a real takeover of their consumption, which is also increasingly connected. Half of them have access to the internet, via their own smartphone or that of those around them, at work or from a cybercafé! These are informed consumers who show a real desire to discover new products whose quality must be irreproachable. Brands must therefore establish a relationship of trust with them to be sustainable. Our credo at BEAUTE LUXE is to satisfy all segments of the population, from make-up remover to the biggest luxury brands,*

*it is therefore essential that they can have access to their favorite brands even in the most isolated places! It is for this reason that large groups call on BEAUTE LUXE to distribute their products. We have set up dedicated structures in each country and created a lot of jobs, set up call and collect and click and collect (...) for most of our retailers. We make a point of making things happen with determination and seriousness!* » says David Dayan, president of the group. Present in duty-free shops at the airport as well as in local markets, BEAUTE LUXE distributes most of the major brands such as L'Oréal Paris, Lancôme, Yves Saint Laurent, Hermès, Paco Rabanne, Jean Paul Gaultier but also Garnier, Nice & Lovely, Mixa, La Roche Posay, Vichy, Dark & Lovely ... A plethora of big international names that will delight consumers in search of products whose ethics, quality and efficiency are well established.

