

# BEAUTE LUXE, A NEW DISTRIBUTION GIANT IN EAST AFRICA



DAVID DAYAN, CHIEF EXECUTIVE OFFICER

The **BEAUTE LUXE** group is recognized as one of the world leaders in the distribution of luxury perfumes and cosmetics in the travel retail sector. The group currently distributes more than 40 prestigious brands - such as Yves Saint Laurent, Hermès, Armani, Jean-Paul Gaultier, Lancôme, or Carolina Herrera - mainly in Africa, but also in Asia Pacific and Eastern Europe, India and Nepal, through its own network of perfumeries under the **BEAUTE LUXE** brand.

## 600 POINTS OF SALE IN DOMESTIC MARKETS...

In 2021, following the success of travel retail, the group decided to diversify by opening a department dedicated to pharmaceutical distribution in domestic markets in East Africa.

Immediately, major dermo-cosmetic brands such as Laroche Posay, Cerave, Vichy or Puressentiel, to name but a few, entrusted **BEAUTE LUXE** with their distribution. To date, the **BEAUTE LUXE** group has created three African subsidiaries that supply more than 300 pharmacies in Uganda, Rwanda, Burundi, and Tanzania.

In January 2023, the **BEAUTE LUXE** group continues its development in the East African domestic markets and diversifies by becoming the official distributor of Garnier, Dark and Lovely, Elsève, L'Oréal Paris, Mixa, Versman, Nice & Lovely, and Gold Touch brands in the same countries. With an ambitious target of 600 points of sale in domestic markets by the end of 2023, the group is thus consolidating its leading position in Africa.

## ... AND A FOUNDATION FOR THE WELL-BEING OF AFRICAN WOMEN

In addition, David Dayan, president of the group, affirms the humanitarian commitment of his group on the continent with the recent creation of the Beaute Luxe Foundation for African Women Wellness based in Kigali, Rwanda.

"The Beaute Luxe Foundation for African Women Wellness was an obvious choice and in line with our values! We are proud to work with NGOs and exceptional people in Africa and Europe to achieve our goal: to act on the ground and support projects that can have a positive impact on the lives and well-being of African women in very precarious situations. It is essential and fundamental for our group that all African women have access to hygiene products that are essential to their well-being and dignity (shampoo, shower gel, moisturizer, soap, toothpaste...). Thanks to its humanitarian distribution throughout East Africa, the foundation is doing its utmost to promote long-term synergies between local and international beauty and wellness players," explains David Dayan.

Also in 2023, the **BEAUTE LUXE** group will increase its offer in duty free, by proposing the distribution of new luxury brands such as Prada, Valentino, Viktor & Rolf, Mugler, Victorinox, Jennifer Lopez, Aigner and Paris Hilton, or in pharmacy with Mäurer & Wirtz. ●



BEAUTE LUXE

## Info

[www.beauteluxedf.com](http://www.beauteluxedf.com)