

PARU DANS

Challenge^s

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BEAUTE LUXE: SUCCESS AND VISION FOR THE FUTURE

Luxury market (R)evolution in Africa

BEAUTE LUXE stands as the undisputed leader in the distribution of perfumes and cosmetics in duty-free retail across Africa. With ambitious projects and a forward-looking vision, Beaute Luxe sustains its position of leadership through its five subsidiaries on the continent, thereby fueling the growth of this industry sector. During an exclusive interview with the group's CEO, David Dayan, we had the opportunity to delve into their success and his resolute vision.

www.beauteluxe.com - www.foundationbeauteluxe.rw



David Dayan, what factors have contributed to the rise of BEAUTE LUXE in Africa?

Our success is built upon several key factors. Firstly, we have established a strong and enduring presence in Africa for many years, with tailored distribution channels for each product category, be it duty-free, pharmacy, or hypermarket. Over the years, we have built a robust distribution network, enabling us to effectively meet consumer needs. Furthermore, our solid partnerships with major international beauty and dermo-cosmetology brands enhance our credibility and ability to meet consumer expectations. We invest several million euros annually across the continent to maintain our commitment to operational excellence and constant innovation.

How does BEAUTE LUXE integrate sustainability and social responsibility into its distribution operations?

At BEAUTE LUXE, we are firmly committed to sustainability. We take concrete measures to reduce our environmental footprint by optimizing our logistics processes and promoting eco-friendly practices throughout our supply chain and distribution. We have also established the BEAUTE LUXE FOUNDATION FOR AFRICAN WOMEN'S WELLNESS, which aims to address the essential skincare needs of women. In collaboration with local associations in over eight African countries, we distribute hygiene kits in rural areas, clinics, and orphanages. Our commitment to sustainability is deeply embedded in the DNA of BEAUTE LUXE.

What are the future projects of BEAUTE LUXE to maintain its position as a leader and stimulate growth in the African market?

We have ambitious projects for the future. The premiumization of the African market is one of our priorities. We will continue to invest hundreds of thousands of euros annually in technological innovation, working hand in hand with the internationally renowned brands we represent, to develop impactful and eco-responsible marketing strategies. Furthermore, the opening of our own BEAUTE LUXE perfumeries across the continent will enable us to provide our partners with the same level of excellence and innovation we offer in Europe. Our perfumeries will guarantee high-quality service and brand-aligned experiential spaces. We will challenge industry standards by organizing "beauty expression and cultural diversity" events in collaboration with top VIPs and influencers, celebrating the diverse cultures of each country. Our goal is to remain at the forefront of the beauty industry in Africa, which has tremendous potential for growth. By 2035, Africa is projected to have 2 billion inhabitants, with 50% between the ages of 18 and 25 and 50% living in urban areas. According to the World Economic Forum, its growth rate is forecasted to average 3.8% in the coming years, nearly triple that of Europe. Hence, our group has promising years ahead to consolidate its position as a leader on the African continent.

