

BEAUTÉ LUXE

The group that is challenging the Duty Free universe in Africa

It is necessary to acknowledge the success of the BEAUTE LUXE group, which has shaken up the duty-free sector in just a few years. An interview with its visionary leader, David Dayan.



Your group has risen among the leaders in the distribution of Perfumes and Cosmetics in Duty Free. What is the genesis of this success story?

Until a few years ago, the presence of major perfume and cosmetics brands was sorely lacking in many duty-free areas, especially on the African continent. With many years of experience in this sector, I can confidently say that the pre-existing offer was not adapted to the clientele of these airports, and that the infrastructure in no way reflected the prestigious image of luxury houses. Therefore, we decided to invest significantly on this continent with the goal of revolutionizing this market, which we believed was ripe for such a change. It is with this in mind that BEAUTE LUXE was created and quickly established itself as a leader.



What are the other keys to your group's success?

Perseverance, commitment, and the desire to 'premiumize' beauty spaces. BEAUTE LUXE is constantly seeking excellence and challenges. The group implements marketing strategies tailored to duty-free spaces, offering a decidedly modern visibility for the brands that have entrusted us with their distribution. In close collaboration with retailers, we have quickly enhanced the spaces dedicated to perfumes and cosmetics in airport areas, raising them to the level of demand of the major luxury brands we distribute. This strategic approach has already borne fruit, allowing us to expand our presence to over 35 countries on the continent.

Our investments are not limited to the commercial aspect; they also involve the social responsibility of the group. For example, we are committed to minimizing our environmental impact as much as possible. Our most emblematic CSR initiative, and our major source of pride, is the creation of our charitable foundation "BEAUTE LUXE FOR AFRICAN WOMEN WELLNESS" in Rwanda, which distributes free hygiene product kits to African women in great need.

Brands :

Hermès, Yves-Saint-Laurent, Lancôme, Paco Rabanne,
Jean Paul Gaultier, Diesel, Nina Ricci,
Giorgio Armani, Cacharel...

What are your latest achievements?

In harmony with its core values, BEAUTE LUXE continues to expand its influence by exploring new horizons. Thanks to the establishment of five subsidiaries on the African continent over the past three years, we now enjoy a robust distribution network and strong partnerships, thus consolidating our status as a leader. Since the beginning of the year, we have also entered the very promising Indian market. We have inaugurated twelve BEAUTE LUXE perfumeries in airport areas and plan to open about ten more in the coming years. In the future, we will continue our development through new countries to introduce as many travelers as possible to the world-renowned perfume and cosmetics brands that we proudly represent.



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