

# BEAUTE LUXE to distribute fragrances in Africa for PUIG Group



Marvin BLUMER, General Manager of Travel Retail EMEA / Europe at PUIG and David DAYAN, CEO at BEAUTE LUXE

The BEAUTE LUXE travel retail distribution team has announced the signing of a distribution agreement with the PUIG Group.

Under this agreement, BEAUTE LUXE will distribute Puig's "Prestige" and "Lifestyle" fragrances in African markets for Puig Travel Retail EMEA. The distribution company will be in charge of monitoring and developing the portfolio that has been assigned to it on a long-term basis.

According to the company's communications team, "BEAUTE LUXE has today become the undisputed leader in the distribution of perfumes and cosmetics in the Travel Retail market and more particularly to airports, airlines, downtown duty free and border shops in Africa."