

David Dayan pioneers new beauty venture in African market

By **Hibah Noor** on September, 9 2019 | Fragrances, Cosmetics, Skincare & Haircare



David Dayan, CEO of Beaute Luxe Duty Free

David Dayan has formed a company in Jebel Ali Free Zone in Dubai specializing in the distribution of luxury brands in perfumes and cosmetics exclusively dedicated to selective distribution on the African continent.

Dayan has more than 30 years of experience in the implementation of travel retail brands such as Lacoste, Rituals and Nuxe through Duty Free Development Consulting and Immediat Boarding Consulting.

His new venture, Beaute Luxe Duty Free, covers the entire African travel retail market (airports, seaports, border shops, downtown duty free and diplomatic stores).

"With the relationships we have built over the years with duty free operators in Africa and our Area Managers based in Africa, as well as our Beauty Advisors, we ensure that the brands we implement are of high quality in the points of sale, whether in training, animation or merchandising," said Dayan, CEO of Beaute Luxe Duty Free.

Beaute Luxe Duty Free has appointed Jerome Blanchard as Vice President of Sales to develop the luxury brands in the portfolio and Corinne Berger as Marketing Director.

Blanchard was appointed Sales Director Latin America & Caribbean Domestic & Travel Retail at Gucci Time Pieces & Jewelry in New York in 2015. From 2007 to 2015, he was Director of Buying and Merchandising - Accessories and Luxury Products for the Duty Free Americas group.

"Jerome Blanchard is a great professional in brand development in travel retail. We needed an expert in this field to carry out our project, and because of his experience and these great qualities of manager, Jerome was the right man for us. That's why I didn't hesitate to contact him so that he would come to us and take charge of this whole project," said Dayan.

Berger has been with Lacoste since 2012 as International Marketing Director. Previously, she was Head of Communication & Marketing for the Aeroports de Paris group.

Beaute Luxe Duty Free can be contacted at Contact@beauteluxedf.com.