

# BEAUTE LUXE signs distribution agreement with the Parlux Group



BEAUTE LUXE is partnering with Parlux Group to distribute Paris Hilton and Kenneth Cole brands in the African travel retail market in 2023

BEAUTE LUXE tells *Global Travel Retail Magazine* today it has partnered with the Parlux Group for the distribution of its brands Paris Hilton and Kenneth Cole in the African travel retail market in 2023.

“You will be able to find these products in Duty Free in many countries like Rwanda, Uganda, Burundi, Tanzania, Ethiopia, Djibouti, Togo, Cameroon, Benin, and Mauritania,” says David Dayan, CEO of BEAUTE LUXE.

“Paris Hilton is the brand of the famous entrepreneur, DJ, singer, and businesswoman, which today offers 19 licensed product categories and 45 branded stores in the Middle East and Asia.

Kenneth Cole has created more than 25 fragrances since 2002, appealing to the modern, sophisticated man who seeks innovation, quality, and style,” reads a press release.