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Victorinox announced today that BEAUTE LUXE, Africa's perfume and cosmetics leader, will distribute Victorinox's fragrances in Africa, to build momentum behind the portfolio in travel retail and grow brand awareness in the region.

"The partnership with BEAUTE LUXE will serve as the foundation stone for the expansion of Victorinox on a continent with considerable potential for expansion. From January 2023, Victorinox and BEAUTE LUXE will execute an ambitious roll-out and growth plan extending to around 50 points of sale in 30 countries. Spanning airports, seaports and local duty-free shops, this plan will cover a number of key markets, including Rwanda, Botswana and Kenya," reads the Victorinox press release.

Victorinox's fragrance range is inspired by the same Swiss heritage and commitment to quality which characterizes the brand's ethos across its entire multi-category portfolio. It follows a storytelling approach spans two product lines, The Signature Collection - which includes Wood, Black Steel, Steel, Rock and Forget Me Not - and The Heritage Collection - home to a number of iconic fragrances

including Swiss Army Classic and a rejuvenated For Her Collection in early 2023.

The Victorinox Heritage Collection carries one to spectacular places evoking images of crisp mountain air, crystal clear lakes and delicate alpine flowers. Its fragrances offer the experience of a unique journey into Switzerland's beautiful nature. The Victorinox Signature Collection presents a world of olfactory abundance and reconnects the imagination to the raw yet delicate facets of nature. Some places can only truly be experienced when the eyes are closed and the senses take over.



Florent Breton, Senior Sales Manager Travel Retail EMEA at Victorinox

All our fragrances portfolio is Swiss made, from product development to production, using high-quality ingredients. They are cruelty-free, and it is essential for the brand to use only vegan perfume oil in its scents. This Swiss identity and the importance of nature is woven into the fabric of Victorinox fragrances, with consumer-facing storytelling drawing on these facets to create an engaging, appealing universe.

Florent Breton, Senior Sales Manager Travel Retail EMEA at Victorinox, said, "Despite the challenges of the pandemic, the performance of our fragrance portfolio in travel retail since its relaunch in 2020 has been extremely strong, highlighting huge potential for this part of our multi-category offer. We are therefore delighted to form an alliance with BEAUTE LUXE, an organization with a proven track-record in growing fragrance brands in the African market.

Both Victorinox and BEAUTE LUXE believe that the end-consumer experience is key, and this is particularly true in Africa, which offers huge potential to brands which are willing to invest in offering something unique to the end-consumer. With BEAUTE LUXE's expertise and the Victorinox brand DNA, we want to build a distinctive and engaging brand presence in this region."



David Dayan, CEO of BEAUTE LUXE

One of the key figures in this partnership is David Dayan, CEO of BEAUTE LUXE, a 35-year Travel Retail industry veteran, with extensive expertise in luxury goods distribution and more specifically in Perfumes and Cosmetics, with the support of his team and a strong local knowledge of the African market.

"BEAUTE LUXE's mission has always been to distribute luxury fragrances and cosmetics across new markets in Duty-Free areas, and above all, to be a pioneer in offering new quality products wherever the traveler goes. We look forward to working with Victorinox," Dayan said.