

Beauté Luxe Duty Free signs distribution deal with L'Oréal Group

Beauté Luxe Duty Free is proud to announce the signature of a distribution agreement between Beauté Luxe Duty Free and the L'Oréal Group.

This partnership will cover the entire travel retail market from airports, seaports, border shops and downtown duty free & diplomatic stores in many countries in Africa.

David Dayan, CEO, Beauté Luxe Duty Free, says: "Our goal is to be able to make all the brands of the L'Oréal group accessible to as many passengers as possible, regardless of their mode of transport. The African continent has 1,216 billion inhabitants; twice as many as the entire European population. In 2018, among the 10 countries with the highest economic growth in the world, 6 countries are countries of the African continent.

I sincerely believe that it is time to conclude many partnerships with travel retail outlets, I am talking about partnership, because if we want to develop and develop this network towards quality standards, we must be ready to make the necessary efforts to support this development by providing funding adapted to this development.

We must also offer passengers the benefits of purchasing travel retail products, exclusive offers, financial advantages 'good deal for value' and the 'wow effect'.

We need to provide skin care or make-up advice to consumers, which is why we have launched with the L'Oréal group many animations with make-up artists and beauty advisors that we will deploy in airports.

It is time for brands to take this continent seriously, which will undoubtedly be the market with the strongest economic growth over the next decade and therefore the highest consumption."