

# Tairo International rebrands as Tairo Group, streamlining operations



Tairo International has announced its rebranding to Tairo Group, marking a significant shift in its approach to the luxury, beauty and consumer goods markets. This transformation reflects a streamlining of business operations and the creation of a more unified corporate presence.

The newly formed Tairo Group will operate through three specialized divisions:

1. Tairo International Luxury Division
2. SOMAR Beauty and Consumer Goods
3. Fantasy Fragrances' Independent and Niche Brands

This restructuring aligns with the company's commitment to excellence across its various product categories. The rebranding emphasizes Tairo Group's dedication to quality and innovation in delivering products and services through these specialized divisions.

The company's focus remains on invigorating beauty and consumer brands in the Caribbean, Mexican and US markets, working in partnership with multinational companies and retailers. This rebranding represents a new chapter in the company's mission to distribute and develop an extensive portfolio of world-renowned brands in the luxury, beauty and consumer goods sectors.