



EuroLux

Company Profile

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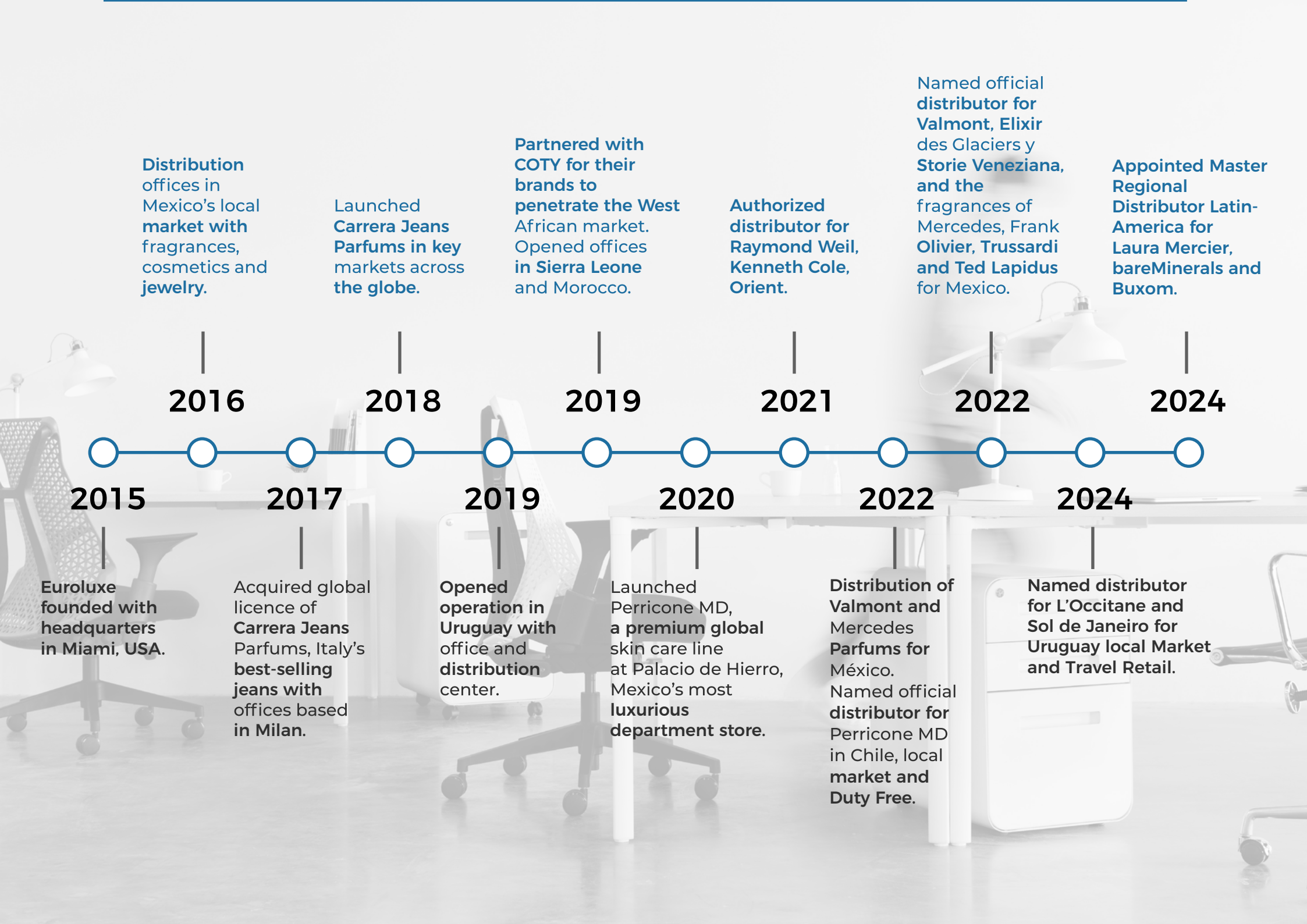
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**Milestone**



Distribution offices in Mexico's local market with fragrances, cosmetics and jewelry.

Launched Carrera Jeans Parfums in key markets across the globe.

Partnered with COTY for their brands to penetrate the West African market. Opened offices in Sierra Leone and Morocco.

Authorized distributor for Raymond Weil, Kenneth Cole, Orient.

Named official distributor for Valmont, Elixir des Glaciers y Storie Veneziana, and the fragrances of Mercedes, Frank Olivier, Trussardi and Ted Lapidus for Mexico.

Appointed Master Regional Distributor Latin-America for Laura Mercier, bareMinerals and Buxom.

2016

2018

2019

2021

2022

2024

2015

2017

2019

2020

2022

2024

Euroluxe founded with headquarters in Miami, USA.

Acquired global licence of Carrera Jeans Parfums, Italy's best-selling jeans with offices based in Milan.

Opened operation in Uruguay with office and distribution center.

Launched Perricone MD, a premium global skin care line at Palacio de Hierro, Mexico's most luxurious department store.

Distribution of Valmont and Mercedes Parfums for México. Named official distributor for Perricone MD in Chile, local market and Duty Free.

Named distributor for L'Occitane and Sol de Janeiro for Uruguay local Market and Travel Retail.



**Mission,  
Vision and  
Values**

## Mission

To exceed the needs and expectations of our stakeholders, customers, & principals (brand/suppliers) while delivering our services - as agent or as distributor for travel retail & local markets.

## Vision

To become the most efficient, strongest, and credible distributor / agent of the Selective Industry in the Region.

## Values

Dedication to perfection. Providing the greatest quality of service to our clients. Driven by passion, sense of commitment and teamwork.



# Global Presence



- Headquarters in Miami.
- Subsidiary offices in Panama, Mexico, Montevideo, Dubai and Tangier.
- Distribution centers in Miami, Panama, Montevideo, Chile and Milan.
- Subsidiary office and production plant in Milan.
- Local markets operations in Mexico, Uruguay, Paraguay, Italy and West Africa.
- E-commerce platforms.
- Over 50 employees.





# Why Euroluxe



Energized and dynamic company with a highly motivated and result driven team. Ability to adapt quickly and capitalize on attractive **opportunities.**

Professional management with solid background in production, retail & wholesale in several categories. In-depth knowledge of the region.

Strong marketing, logistics, commercial and financial support provide **leverage to negotiate with retailers.**

“One Stop” servicing for the travel retail and domestic market, saving the brand time and valuable resources.

Superior supply chain management to ensure “on time” and accurate delivery, for optimum rotation of the products.

**Proprietary perfume brand provides valuable knowledge on how to manage all aspects of a brand.**

**Key management all have vested interest in EuroLuxe.**



Together with the brand, we decide on a regional strategy taking into account the market realities and requirements.

We support the brand in all aspects including order processing, sell-through activities, promotions, stock management and brand training.

We regularly visit each market to control appropriate visibility at the POS and ensure the marketing plan is adequately implemented.

We submit monthly reports on brand performance, survey of competition and analysis of new opportunities.



# Key Management



## Guy Bodart

**Guy brings more than 20 years** experience in the luxury Industry gained as Director and **CEO of Chanel in Panama, Mexico and Brazil.**

He has strong expertise in **distribution, wholesale and retail** of various categories with domestic and travel retail markets in Latin America and in Europe. He is multi-cultural, **having lived and worked in** several countries.

**Guy holds an MBA from** Vanderbilt University.



## Simon Coutier

**Simon is one of the Founding Partner of Euroluxe and a born entrepreneur.**

He spearheaded the launch several brands in Latin America **having visited and negotiated with most distributors and retailers in the region.**

Simon heads our Mexico **operation and is responsible of global business development at Euroluxe.**



## Edna Caballero

Edna is an outcome-focused professional with over ten years of experience in finance, international control, operating **and managing roles within regional and multinational organizations. She has a broad expertise in corporate finance, financial planning, controlling and internal auditing in global environments.** Her expertise in the retail, distribution **and wholesale market at Chanel in Panama** brings a clear vision of efficient **growth strategies while mitigating risk** and maintaining a healthy P&L.

Edna holds a Bachelor's degree in Finance & Banking, and a Bachelor's degree in Accounting. She also earned a Master in Auditing, specializing in internal and forensic auditing. She is a Certified **ISO 31000 Risk Manager.**



## Virginia Torres

**Virginia is a Marketing professional** with over 25 years of experience in the Cosmetics & Retail Industry with multinational companies such as **L'Oréal, Puig, Clarins and Devlyn Optics Group.** She is an expert at creating and building brands while developing efficient "Go to market" strategies. Virginia ("Vicky") is a **team builder, goal-oriented professional** with a commitment to growing the business efficiently while maintaining a close look on profitability.

Virginia is passionate about customer experience and brand awareness. She is strongly analytical, creative yet hands-on. Her work philosophy is: "If you love what you do, you can accomplish anything".



## Raul Romo

Raul brings 30 years of experience acquired as a manager at L'Oréal and as an independent consultant, leading the planning and launches of luxury brands in a variety of markets.

He has a solid background in finance and logistics and a clear understanding of the importance of **implementing strategies that yield long-term growth and healthy P&L. Raul has the natural ability to implement the necessary cultural and organizational changes in a company and adapt to the ever-changing conditions of the fragrance and cosmetic market.**



## Nicolas Stein

Nicolas has a proven track record of 20 years experience in **the luxury and mass market industry heading major distribution in Paraguay, Costa Rica and Uruguay.**

His extensive knowledge of the domestic and travel retail market provides a complete vision of the **business and an understanding of the brand needs coupled with a focus on the importance of retail operation.**

Nicolas earned an MBA from **Ort University.**



## Laura Reye

**Laura is a retail marketing and sales leader with over 15 years of successful experience in the luxury market working as Retail and Sales Director for L'Oréal.**

**Antornio Puig and Pernod Ricard. She has a strong expertise in Brand Building and Retail strategies at an international and multicultural enviroment, having worked and lived in Argentina, Spain and Italy.**

**Laura is a rational mind with a passional soul driven by commitment and excellence. She holds an MBA from the IESE Business School in Barcelona and in the New York Campus.**



## Andrea Monelletti

Andrea brings 15 years of experience in retail fragrance and accessories, working for Italian and international companies.

He also contributes with his **in-depth knowledge of manufacturing process** acquired as Director of Operation at Carrera Jeans Parfums which he continues to lead today. Besides **Carrera, Andrea is also responsible for the development and production of Private labels at Euroluxe Italy.**



## Benicio James

Benicio spent his 20+ year career in a variety of fields including information technology, sales forecasting and **operations at Chanel in Panama** and in Mexico.

He successfully led the implementation of the **Sales & Operation Planning within a multicultural environment**, reaching consensus across the organization, improving internal communication and providing a clear vision for all **stakeholders. As Operations Manager**, Benicio's expertise are crucial in the **supervision of demand planning**, warehousing and quality control with the aim of improving efficiency across the supply chain and contributing to a healthier P&L.



## Irma Jiménez

Irma has more than 7 years of experience in sales, logistics and **managing teams.**

**At Euroluxe, she is responsible for managing and overseeing overseas operations. She is also responsible for planning, coordinating and directing operational tasks as directed by the president.**

Irma holds a BA in Economics with a **minor Business Administration as well as Digital Marketing Certificate** from Florida Atlantic University.





# Brand Portfolio

# Perfumes

Worldwide Licenses

**CARRERA<sup>®</sup>**

Parfums



**SWEET YEARS<sup>®</sup>**

# Fragrances

Americas



Mercedes-Benz



TRUSSARDI  
PARFUMS

JACQUES BOGART  
PARIS



TED LAPIDUS  
PARIS

# Niche Fragrances

Americas

  
**MONTALE**  
PARIS

  
**MANCERA**  
PARIS

**XERJOFF**  
ITALIAN LUXURY PERFUME

**MASQUE**  
MILANO

**CHABAUD**  
MAISON DE PARFUM

  
**MORESQUE**  
PARFUM

**J.U.S**  
Joueu Unique & Sensoriel  
FRANCE

**NICOLAÏ**  
PARFUMEUR - CRÉATEUR

**ORMONDE JAYNE**  
LONDON

**RUBEUS**  
MILANO

*P. Frapin & C<sup>ie</sup>*  
PARFUMS

**ROSENDO MATEU**  
OLFACTIVE EXPRESSIONS  
BARCELONA

  
**RANCÉ**  
1795

**STORIE**  
VENEZIANE

  
**pH fragrances**  
PARIS - GRASSE

**OLFACTIVE**  
STUDIO

**OBVIOUS**

# Fragrances

West Africa

**BOSS**  
HUGO BOSS

**ck**  
Calvin Klein

**CARRERA**  
Parfums

DAVIDOFF

  
**LACOSTE**

MARC JACOBS

  
**adidas**

**Chloé**

**JOOP!**

  
NAUTICA

**GUCCI**

# Cosmetics

Americas



L'OCCITANE  
EN PROVENCE



Perricone MD

LAURA MERCIER  
PARIS | NEW YORK

bareMinerals  
Better bare skin every day.

L'ÉLIXIR  
DES GLACIERS

Jurlique

Murad.

BUXOM

# Watches

Americas



**RAYMOND WEIL**  
GENEVE

**KENNETH COLE**  
NEW YORK



Our commitment





- **Logistics consolidation in Miami, Panama, Chile or Uruguay.**

- **Sanitary registration when and if required.**

- **Monthly report of sell out by sku.**

- **Dedicated sales team.**

- **Single price structure for the region.**

- **Implementation and follow through of marketing plan.**

- **Inclusion in our e-commerce platform.**



# ATELIER DES ARÔMES

# Boutique

## ATELIER DES ARÔMES



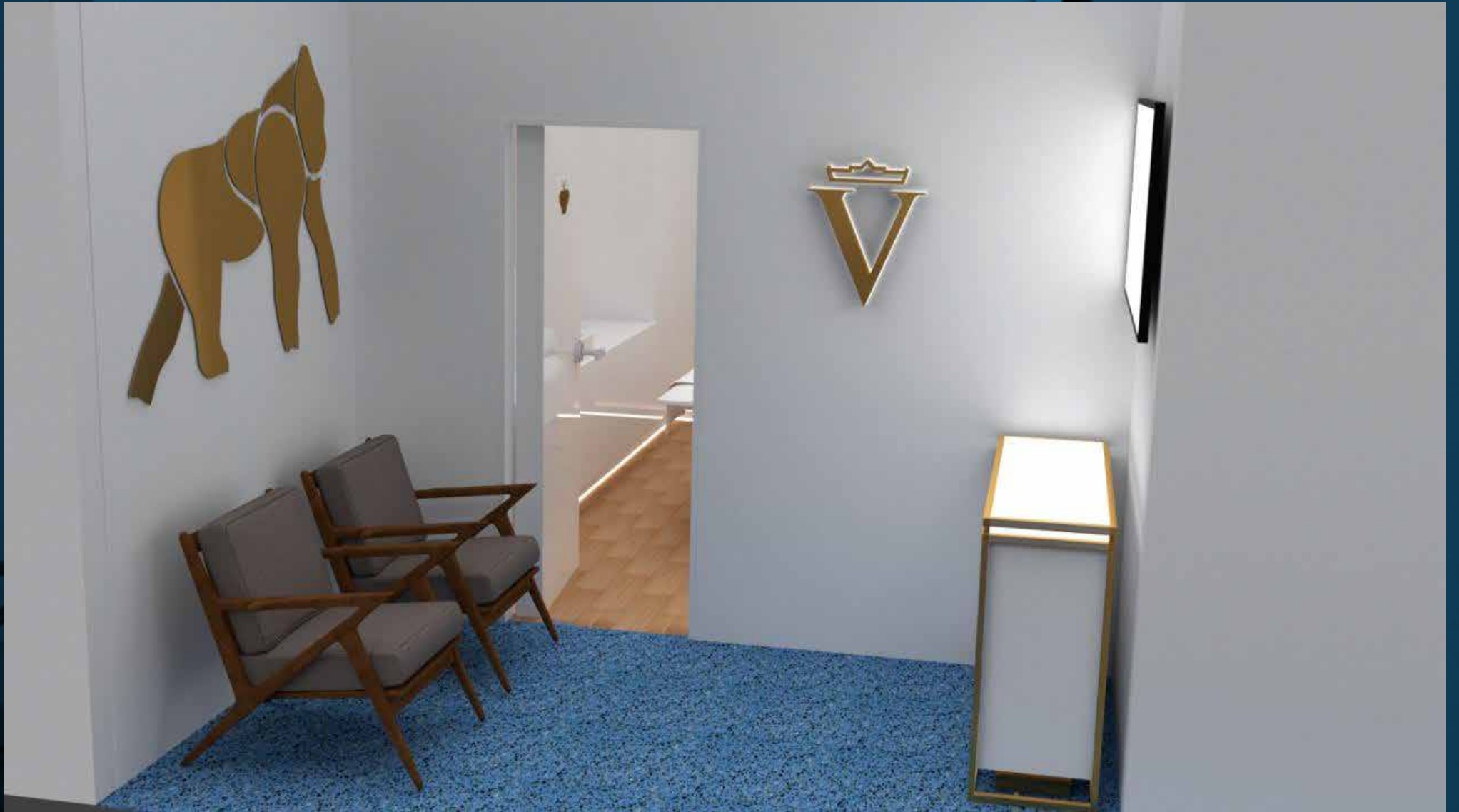
Av. Mazaryk  
Mexico city







**Valmont Spa**  
México City











EuroLuxe

Thank You

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