



EuroLuxe

BRAND BUILDERS

Company Profile

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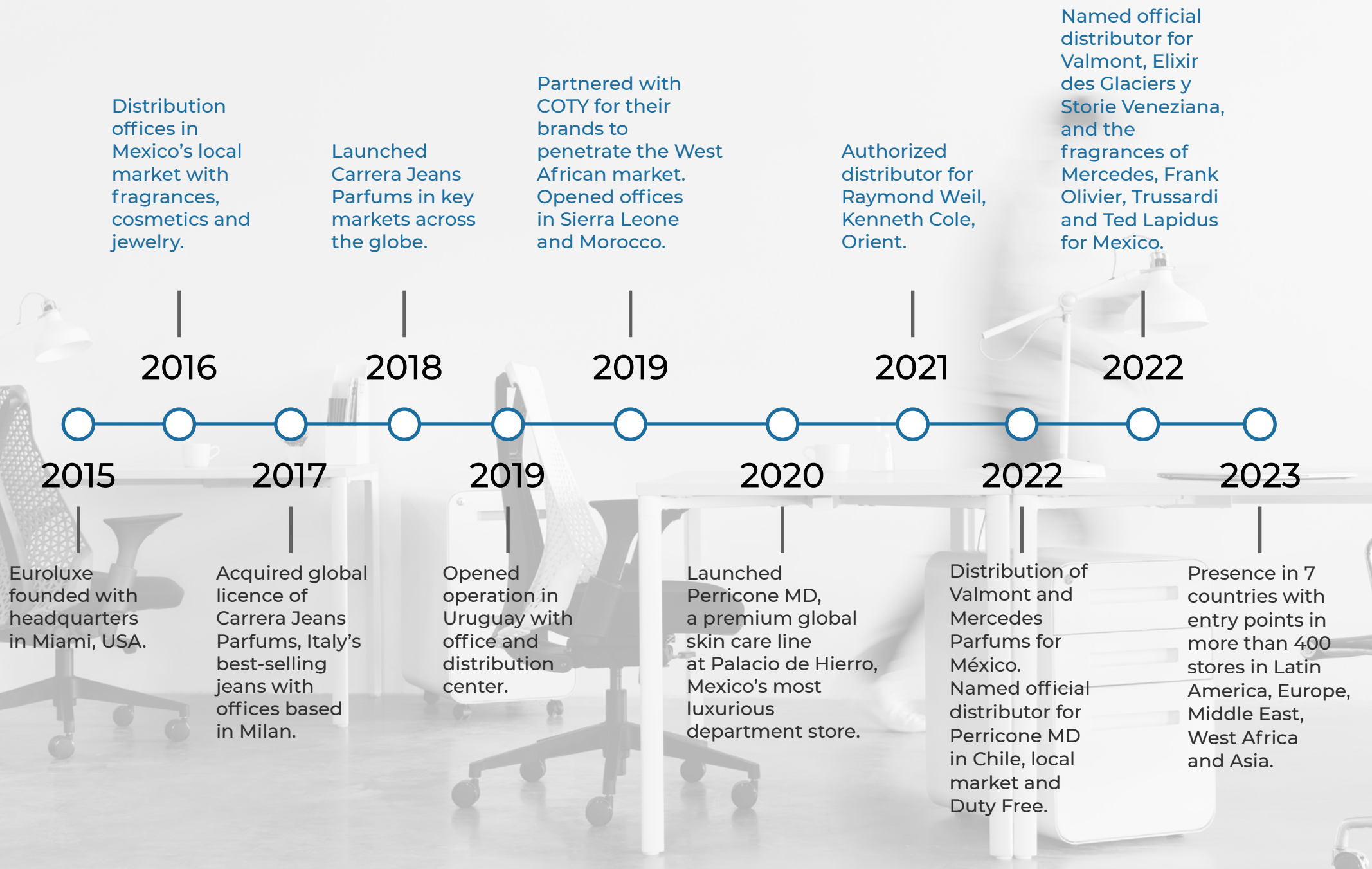
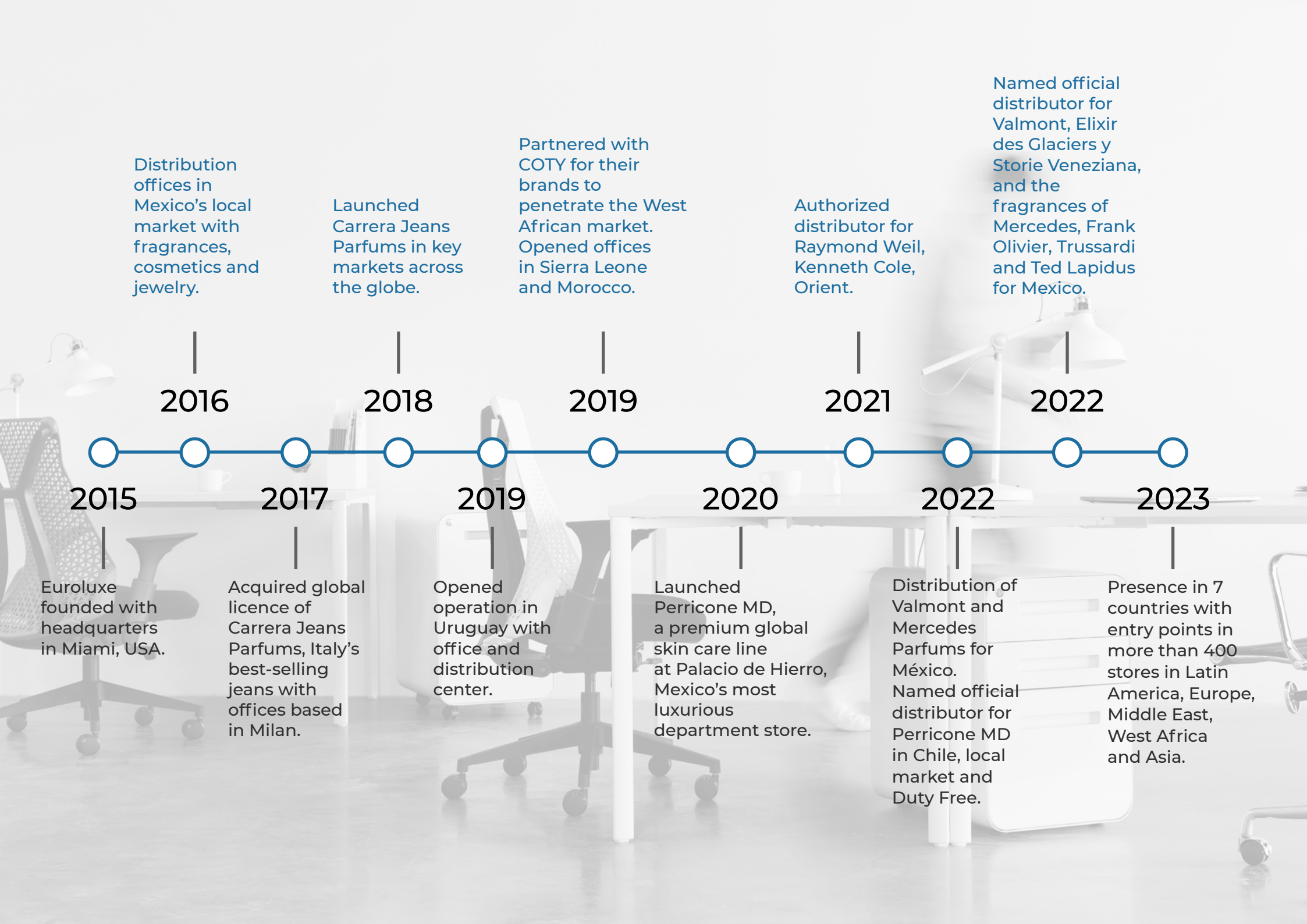
Brand Portfolio

Our Commitment

Atelier des Arômes



Milestone



Euroluxe founded with headquarters in Miami, USA.

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

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

Launched Carrera Jeans Parfums in key markets across the globe.

Opened operation in Uruguay with office and distribution center.

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

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

Authorized distributor for Raymond Weil, Kenneth Cole, Orient.

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

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

Presence in 7 countries with entry points in more than 400 stores in Latin America, Europe, Middle East, West Africa and Asia.



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.



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.



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.



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.

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

Laura is a rational mind with a passionate 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.



Jaime Chung

Jaime began his career in the car audio business but shifted to the watch industry where he remains after more than 20 years. He was responsible for the growth of several brands in Latin America, including Longines, Rado, Fendi, Seiko, Orient & Frédérique Constant.

Jaime brings valuable experience in distribution and retail in several markets in the region.



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.

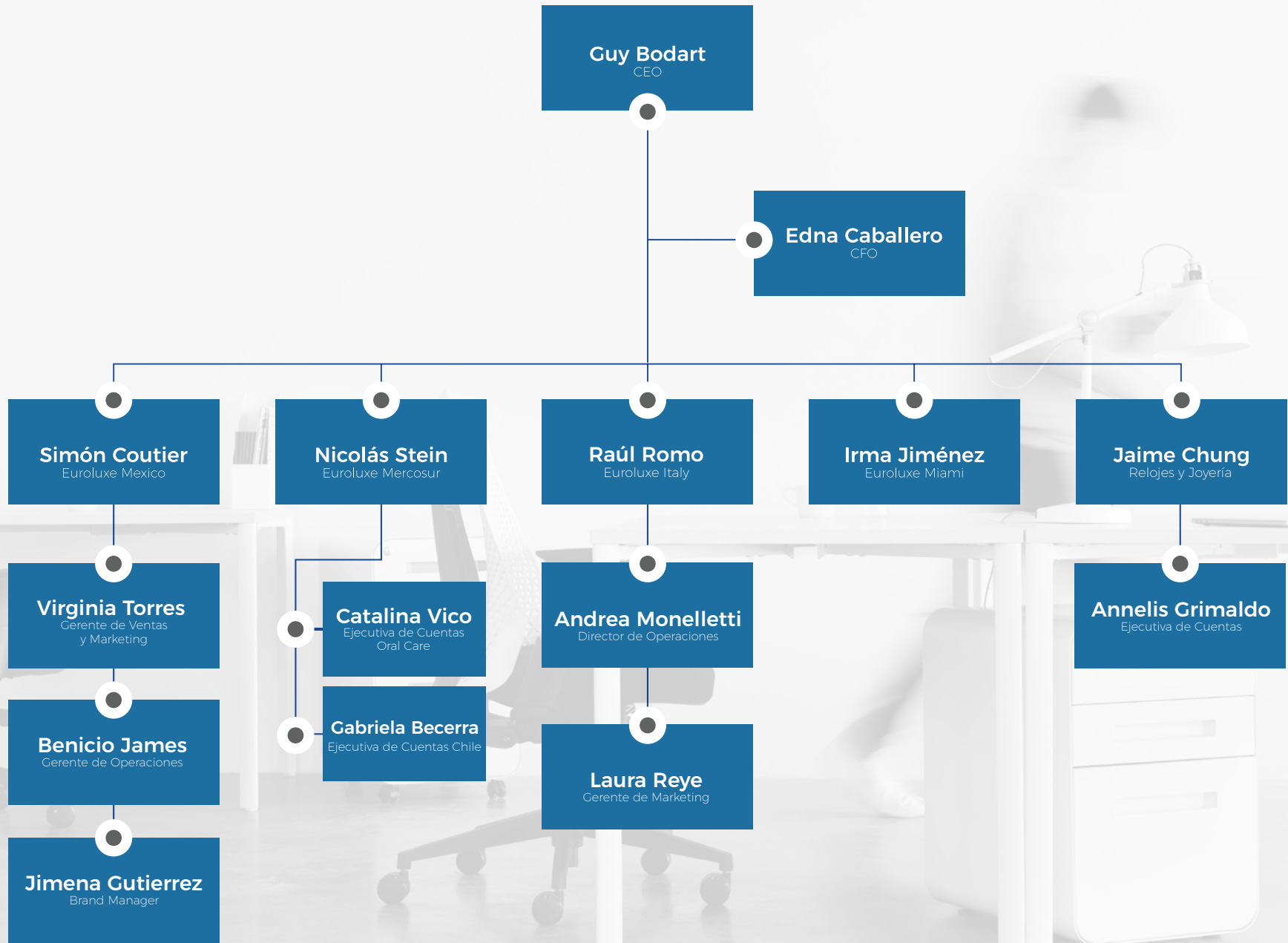
Irma holds a BA in Economics with a minor Business Administration as well as Digital Marketing Certificate from Florida Atlantic University.



Catalina Vico

Catalina is responsible for the growth and development of our oral care division from our offices in Uruguay. Oral Care has been part of Catalina's life and passion.

She holds a degree as dental office assistant and spent most of her professional career in sales and marketing of the Oral Care division at 3M and Syncrotech.





Brand Portfolio

Perfumes

Worldwide Licenses

CARRERA[®]

Parfums

 **SWEET YEARS[®]**

Perfumes

Americas




STORIE
VENEZIANE



JACQUES BOGART
PARIS





Cosmetics
& Treatments

Americas



VALMONT

Perricone MD

l'ÉLIXIR
DES GLACIERS

Jurlique

Niche Perfumes

Americas



MONTALE
PARIS

MANCERA
PARIS

J.U.S
Joyau Unique & Sensoriel
FRANCE

STORIE
VENEZIANE



MORESQUE
PARFUM

OLFACTIVE
STUDIO

CHABAUD
MAISON DE PARFUM

ROSENDO MATEU
OLFACTIVE EXPRESSIONS
BARCELONA



MASQUE
MILANO

Perfumes

West Africa

JOOP!

Chloé

ACCA KAPPA
dal 1869

MARC JACOBS


LACOSTE


NAUTICA

ck
Calvin Klein

DAVIDOFF

Watches

Americas



ORIENT

RAYMOND WEIL
GENEVE

KENNETH COLE
NEW YORK

Oral y Hair Care

Americas





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







EuroLuxe

BRAND BUILDERS

Thank You

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www.euroluxe.net