

Pierre Precieuse

THE NEW TIMELESS PERFUME RANGE

Pierre Precieuse Parfum is a line of unique and scintillating perfumes that has over the last year gained immense recognition and appreciation from all across the globe. Pierre Precieuse Diamond Collection celebrates Timeless Elegance and simplicity and yet brings alive the romanticism and the mystical spirit

Pierre Precieuse Parfum is a range of fragrances launched by Beauty Contact in October 2017 in Cannes, France. In less than 10 months Pierre Precieuse has been launched in 11 countries and by the end of 2018 it will be launched in around 30 countries. Distribution is through very selective retail stores and through the right partners in each country.

CREATING AN EMPIRE

Beauty Contact is a highly respected distribution firm that is being led under the exemplary

guidance and foreseeing vision of Mr. Alwyn Stephen who is the President & CEO of the company.

Mr. Stephen had ventured into the field of fragrances in 1989 & started his career with the UAE based Al Tayer Group as a sales executive for perfumes & was later promoted to the role of a Brand Manager within the first year. Having worked hard for the Group for about 7 years, Mr Stephen took over the management of Rivoli Perfumes with the role of a General Manager for three years after which he solely set up one of the largest

distribution companies for The Paris Gallery Group called Gulf Beauty International. Eventually, he established his own enterprise in the year 2001- Beauty Contact

Having begun with an initial venture in the UAE, Mr Alwyn Stephen eventually began to expand his business into the MENA region, which was then followed by the highly profitable Indian subcontinent which included the countries of India, Pakistan, Sri Lanka, Nepal and Bangladesh and gradually took over the globe by getting into licensing and distribution.

EXQUISITE RANGE

Beauty Contact managed to successfully launch various significantly important brands such as fragrances, watches and handbags of Paris Hilton, the range of perfumes by Hummer, Alfred Sung, Cynthia Rowley Jessica Simpson, Kim Kardashian and One Direction among several others. He also signed exclusive global license agreements with M S Dhoni, General Motors - Cadillac, Madonna MN79 and W. I. T



to develop, manufacture and sell fragrances under their respective names.

Pierre Precieuse Parfum is a home-grown brand & is an extremely prestigious line of fragrances by Beauty Contact. The Collection is of vital importance to the company due to the immense amount of care, determination and dedication involved in the entire journey of designing, branding, manufacturing, marketing and sales of the line. The Diamond Collection includes Black, White & Pure Diamond which were the 1st of the 5 initial perfumes launched & will be followed by a limited edition Red & Blue Diamond to be launched in August 2018.

