

## FRAGRANCE DEPARTMENT

### Q1 2026 NEWSLETTER

As we reflect on the first quarter of 2026, our portfolio of brands continued to strengthen its presence across the region through a series of curated activations, with Purple Memoire at the heart of key retail and digital moments.

Set against a backdrop of evolving regional dynamics, the GCC market has demonstrated resilience. While the geopolitical tensions commencing in March 2026 have introduced a more measured retail environment, impacting tourism, footfall, and consumer sentiment, the region continues to adapt, we will focus on the initiatives in the first part of this quarter with brands engaging customers through refined, experience-led strategies.

### TRADE MARKETING, EVENTS AND ACTIVATIONS

#### PODIUM CIRCUIT – A JOURNEY THROUGH DOHA

Our mall podium circuit introduced Purple Memoire across some of Doha’s most prestigious retail destinations, creating immersive spaces that showcased the fragrance’s artistry and heritage. The journey began at Harvey Nichols Doha in late December 2025, before continuing across key locations:

- Galeries Lafayette Doha | January 1–15, 2026
- Blue Salon Showroom Doha | January 16–31, 2026
- Paris Gallery Lagoona | March 1–31, 2026

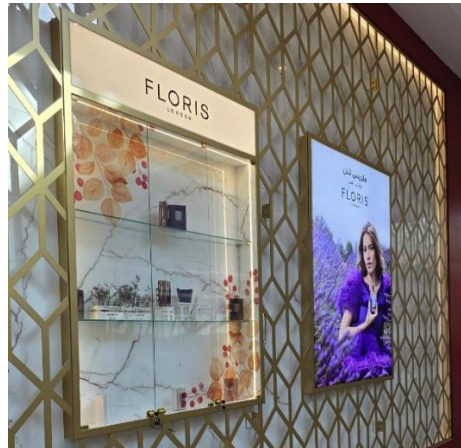


Each activation delivered a sophisticated brand encounter, reinforcing desirability and customer connection.

## STRATEGIC HIGHLIGHTS ACROSS CHANNELS

### WINDOW DISPLAY – PARIS GALLERY LAGOONA

In February, Purple Memoire took center stage through a captivating window display, elevating visibility and drawing attention in a competitive retail landscape.

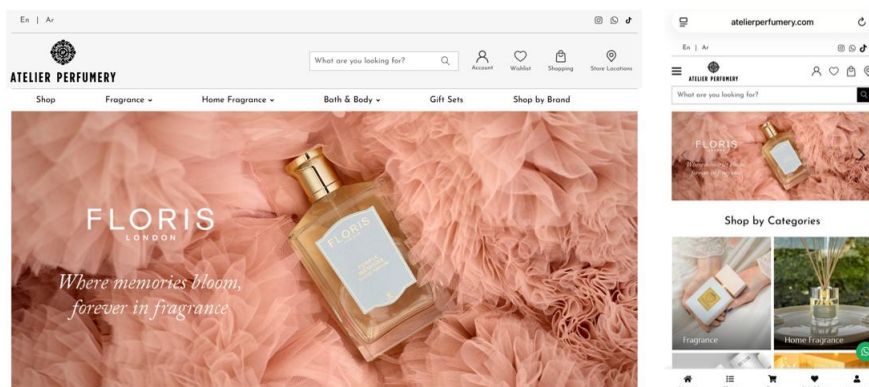


### EID CAMPAIGN – GCC WIDE

Our Gift with Purchase (GWP) initiative complemented the festive season, offering thoughtful added value and enhancing the overall customer experience.

### DIGITAL PRESENCE – ATELIER PERFUMERY

Through homepage banner placements, Purple Memoire maintained strong digital visibility, seamlessly supporting in-store activations.



## RETAIL EXPANSION & BRAND PRESENCE

We are pleased to share that Boadicea the Victorious is now available at L'Attar in Gate Avenue, DIFC further strengthening our footprint within Dubai's luxury fragrance landscape.



## WHAT'S NEXT?

Etat Libre d'Orange is set to unveil a personalized backwall unit with a front counter at Royal Boutique in Riyadh. This bespoke installation is designed to create a more immersive, elevated retail experience and enhance brand storytelling for guests.

## LOOKING AHEAD

As we step into the next quarter, our focus remains on delivering memorable activations, deepening retail partnerships, and expanding our footprint across the GCC, ensuring our brands continue to engage and delight customers at every touchpoint.

## SKINCARE DEPARTMENT

### TRADE MARKETING, EVENTS AND ACTIVATIONS

#### OMOROVICZA & KOS PARIS DISPLAY – QE2 RECEPTION AREA (JANUARY 2026)

To elevate brand visibility and recognition, a curated selection of Omorovicza and KOS Paris products was prominently displayed within the QE2 Reception Area. The presentation was designed to capture the attention of guests upon arrival, creating a luxurious first impression while reinforcing the premium positioning of both brands.



#### OMOROVICZA VALENTINE'S SELF-LOVE RITUAL – RAFFLES THE PALM DUBAI (FEBRUARY 2026)

Guests were invited to indulge in a Valentine's self-care experience, offering a relaxing escape centered on premium skincare rituals. The activation showcased the benefits of Omorovicza treatments, with each guest receiving an exclusive gift set featuring a pink silk pouch, gua sha tool, Elixir Deluxe, Valentine's card, and curated chocolates from Chocolala by Luxuria. Guests booking any Omorovicza treatment also received a complimentary gift pouch, creating a memorable and indulgent takeaway.



### **VITRINE REFRESH – RAFFLES THE PALM DUBAI (FEBRUARY 2026)**

The vitrines at Raffles The Palm Dubai received a refreshed and elevated look, highlighting Omorovicza's gold and blue collections in a visually striking, elegant display. This enhancement reinforced brand presence and drew guests' attention, elevating overall engagement within the spa environment.



### **SHELF DISPLAY UPDATE – FIVE LUXE SPA DUBAI (FEBRUARY 2026)**

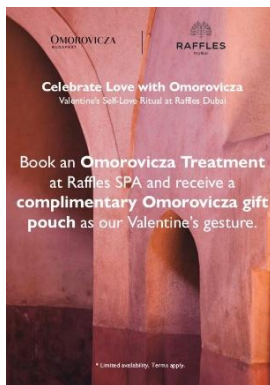
A sophisticated new look was introduced to the spa shelves at FIVE Luxe JBR, featuring thoughtfully curated Omorovicza displays. The refreshed arrangement enhanced product visibility and created an inviting in-store experience for guests, encouraging exploration and engagement with the brand's offerings.



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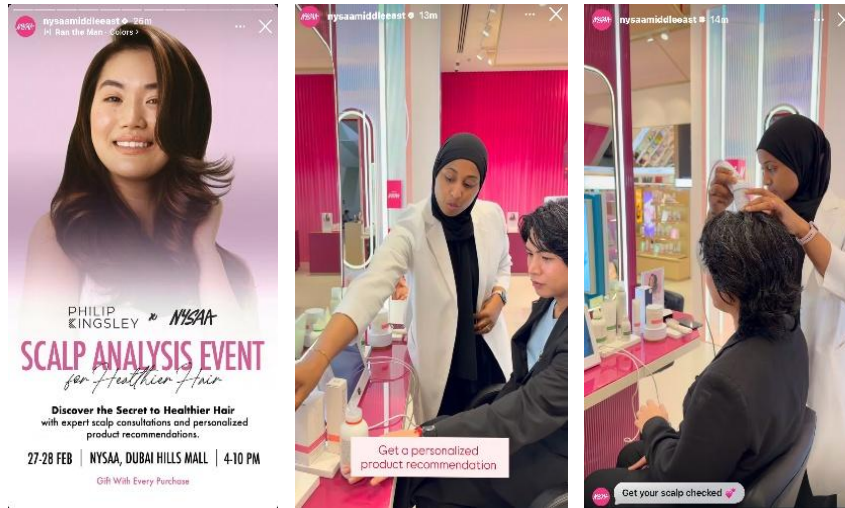
### OMOROVICZA TRAINING – SO SPA & WELLNESS AND FIVE LUXE SPA JBR

The Omorovicza training session at SO Spa & Wellness and Five Luxe Spa JBR, led by Mary Grace, provided therapists and reception staff with an in-depth introduction to the brand's heritage, the Hungarian spa concept, and the Healing Concentrate™. The session covered key ingredients, hero products, and treatment protocols, while also offering guidance on conducting skin consultations and making personalized product recommendations. Emphasis was placed on enhancing the overall guest experience and supporting retail opportunities. At the conclusion of the session, all attendees were presented with Omorovicza gifts as a token of appreciation.



### PHILIP KINGSLEY X NYSAA - SCALP ANALYSIS EVENT AT DUBAI HILLS MALL (FEBRUARY 2026)

The Philip Kingsley x NYSAA Scalp Analysis Event, held at Dubai Hills Mall in February 2026, was an exclusive in-store activation hosted in collaboration with Philip Kingsley and NYSAA. The event focused on educating customers about the importance of scalp health while offering personalized haircare consultations and tailored product recommendations. Attendees received complimentary scalp analysis, creating an engaging and informative experience, further enhanced by gifts with every purchase to drive both customer satisfaction and sales.



### OMOROVICZA FEATURED IN THE CHIC ICON MAGAZINE (FEBRUARY 2026)

Omorovicza was featured in The Chic Icon on 25 February 2026 in Radiance and Ritual: Luxurious Beauty Picks for Ramadan. The editorial highlighted the Blue Diamond Collection alongside key hero products, including Queen Cleanser, Refining Facial Polisher, Daily Vitamin C Serum, Blue Diamond Super Serum, Gold Eye Lift, and Gold Rescue Cream, positioning the brand around radiance, hydration, and indulgent Ramadan skincare rituals. The feature was further amplified via Instagram, strengthening Omorovicza’s premium visibility within the GCC luxury beauty market.

