

ORIGINE  EN 1979

TRÉSOR RARE  
COMPANY  
PROFILE  
2019

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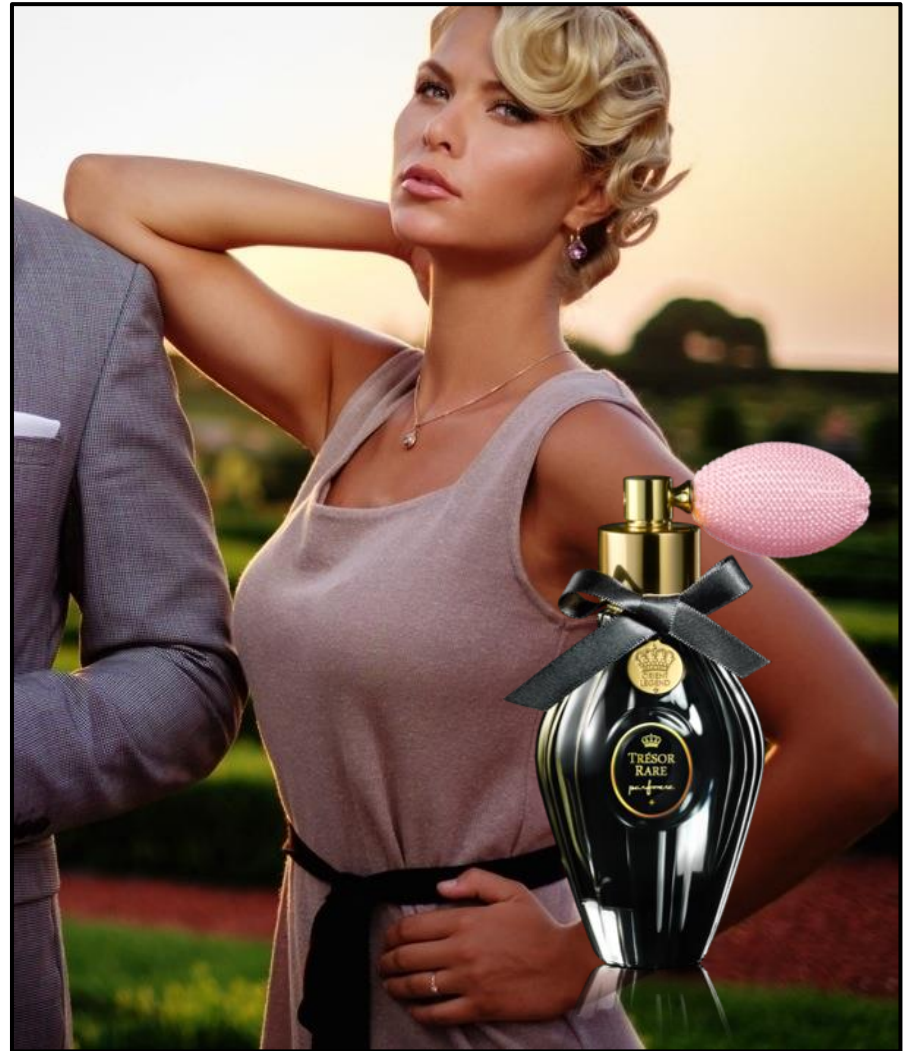
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## 1. THE TRESOR RARE STORY

Deeply rooted in the making tradition of unique perfume and fine crafts-manship, combining only the best high quality materials, Tresor Rare achieved prominence in the ultra-luxury market. Thanks to the ever ongoing research and development of unique, award winning applications, the brand has won the favor of journalists, key celebrities and scores of satisfied customers.

The Tresor Rare present goal is to further market penetration of its leading perfumes and skin care at the highest international level, specifically through the continue development of an exclusive network of mono brand boutiques and global distribution partnerships.

Tresor Rare plans to fulfil this primary objective also by pursuing high impact communication campaigns and by further opening mono brand stores in prime worldwide locations.



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## 1. THE TRESOR RARE STORY

The expertise of a dynamic management team with vast experience of longtime staff members enables Tresor Rare to ensure all business partners the strategies and products necessary for meeting contemporary market demands with the highest precision and effectiveness.

Through the years, the group has kept up an impressive growth rate, this is a clear sign of the success of the distribution strategies implemented in the global marketplace.

Today, Tresor Rare is present in 13 different countries and the products are sold in 33 mono brand boutiques located only in prime locations around the world.

In 2015 the Tresor Rare boutiques generated a total of over 31 million dollars in sales.



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## 1. THE TRESOR RARE STORY

### A GLOBAL FRAGRANCE & BEAUTY BRAND

Global beauty brand, Tresor Rare creates signature fragrances as well as luxurious skincare designed to restore the skin. The products contain premium ingredients composed of gemstones, exfoliating diamond dust and deep water pearls to leave skin supple and nourished. The brand is part of the renowned Premier Group and prides itself on producing signature fragrances as well as the most unique and luxurious skin care products for restoring skin to its most beautiful appearance. The available treatments range from premium skin relaxor thermal masks to exfoliating cream cleansers and more. All of these are supported by premium ingredients and composed from gemstones, exfoliating diamond dust and deep water pearls, which leave skin feeling luxuriously nourished and supple.



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## 1. THE TRESOR RARE STORY

Featuring an active tailor made fragrance bar in which one can choose her or his exact fragrance notes from a wide selection of eau de parfume signature collections.

Each signature collection is meticulously made by our world renowned perfumer all based on natural ingredients, with out the use of alcohol or other irritating ingredients.

For those seeking absolute luxury a personal fragrance can be prepared with our perfumers signature.

**AS POTENT AS IT IS RARE**



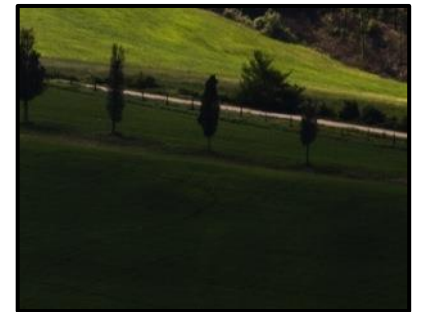
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# 1. THE TRESOR RARE STORY

**EXQUISITE, AWARD WINNING, AGE DEFYING  
PERFUME AND SKINCARE LUXURY**

The TRESOR RARE elite team of skin-care experts have pushed the limits to set a new standard in superb, age-defying skin care products.

For over 7 years the researchers at the TRESOR RARE laboratories have traveled the world to collect the rarest, most precious and unique luxurious ingredients on the planet with one aim in mind: restoring skin to its most youthful appearance.



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## 1. THE TRESOR RARE STORY

### A TREASURE CHEST OF BEAUTY

Tresore Rare is French for "Rare treasure" – composed of a unique, rare blend of luxurious actives sourced from around the world to form a superb skin potion which assists in restoring skin to its most beautiful appearance.

The rare blended skin potion is made of, the refining effectiveness of gem stones, a complex of exfoliating diamond dust and the smoothing properties of deep water pearls all meticulously mixed with plant stem cells, liposomes, phospholipids and selected Dead Sea Minerals to form one of the rarest skin-care in the world.





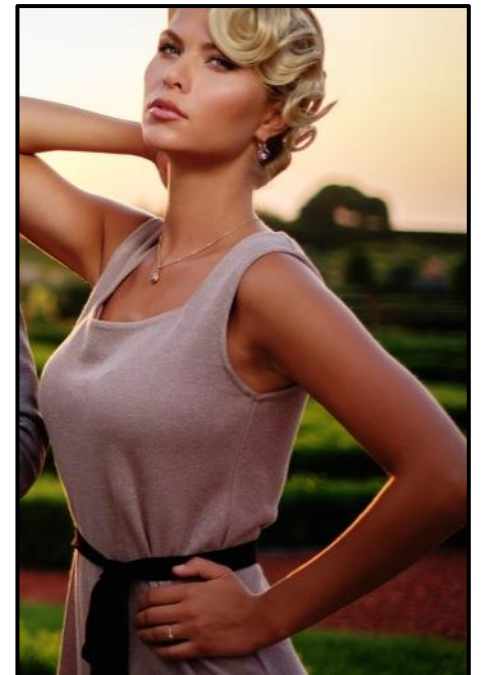
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## 1. THE TRESOR RARE STORY

### AS POTENT AS IT IS RARE

Exquisitely textured and exceptionally gentle, this superb skin care helps preserve the skin from the damages of time offering it the radiance of Gem stones, the strength of the Diamond and the softness of pearls.

This unique, ultimate combination of rare flowers extracts and precious minerals active ingredients delivers a premium skin care for mature skin that features the correcting benefits of plant stem cells and the illuminating and smoothing power of rare minerals such as pearl, blue sapphire powder and diamonds.



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## 2. THE BRANDS OF TRESORE RARE

The brands belonging to the Tresore Rare Group are:



Each signature collection is meticulously made by our world renowned perfumer all based on natural ingredients, with out the use of alcohol or other irritating ingredients. For those seeking absolute luxury a personal fragrance can be prepared with our perfumers signature.



Tresore Rare is French for "Rare treasure" – composed of a unique, rare blend of luxurious actives sourced from around the world to form a superb skin potion which assists in restoring skin to its most beautiful appearance.

### 3. TRESOR RARE AWARDS

The tresore rare has received multiple international awards, amongst which are the ;

HBA (Health Beauty America) prestige skin care award for 2013.

The beauty shield gold star award for 2013

The HBA (Health Beauty Award) prestige fragrance finalist for the year 2014.

The Pure buty highly commended beauty awards , London 2015.



  
**2015**  
PURE BEAUTY AWARDS



  
**2014**  
HBA - Prestige Fragrance Finalist  
AWARD WINNER



  
**2013**  
GOLD STAR Beauty Shield Award  
AWARD WINNER



  
**2013**  
HBA-Prestige Skin Care  
AWARD WINNER

**PARFUMERIE**

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## 4. TRESOR RARE

The TRESOR RARE brand is a leading name in unique, elite perfume. Thanks to the distinctive style and unique brand identity, it has always won recognition and acclaim on an international scale.

Together with growing market success, the brand has kept evolving. This maturation process has become all the clearer in the recent high-profile collections where the collections have become more luxurious than ever. The development and launch of a complete perfume line show that the brand has achieved full maturity and growth, as well as a rich and varied offer, with over 10 different perfume ranges to choose from and with a unique approach, capable of offering the individual tailor-made perfume.

### BRAND IDENTITY

Through the years the TRESOR RARE style has become a byword for a unique concept of romantic femininity all about timeless elegance and sensual perfumes. This distinct, recognizable style comes through in the unique glam image of the brand, and in the absolute luxury and evocative interior design of the mono-brand stores, located only in the best locations in the high streets of the world.

### POSITIONING

Today TRESOR RARE is positioned at the high end of the global market. Consumers, retailers and members of the perfume and skin care elite all recognize the brand's fame and prestige.

Store managers and workers all aim consistently to maintain and ensure the highest standards of service, product quality and originality, as well as an outstanding brand and store image. Meticulous attention and care go into the working processes and into the selection and production of superlative materials. To the same end, TRESOR RARE has always made a point of entrusting the creation of the brand's advertising image to major fashion photographers and communication experts.

In the very next future, the brand will focus on gaining and consolidating an even higher positioning in the lifestyle/ultra luxury segment, reinforcing its presence on the global high-end market.

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## 4. TRESOR RARE PARFUM

The TRESOR RARE woman is ideal, heterogeneous and transversal. More than a mere style as such, she reflects a lifestyle, a realm of shared passions and attitudes with a strong connection to evolving high end qualities of the brand's collections.

### FEMININE:

she loves to express her own romantic femininity, always with taste, sensibility and refinement, making the most of her own natural attributes.

### STYLE:

Life style is a creative lust, whilst seduction is a game of temptation of sweet scents of alluring fragrances.

### INTERNATIONAL:

The recognized scent makes our lady always feel at home wherever she is, traveling in both time and space whilst inventing her own unique fragrance style.



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## 4. TRESOR RARE PARFUM



### Luminous White

A unique and unexpected fragrance of absolute romance. The composition of the perfume is both mysterious and seductive, due to the rare blend of orange blossom musk, Rose lemon and Patchouli that offer a special balance of prestige and lightness for eternal femininity.

### Spirituos Whisper

This mysterious fragrance combines an orient, modern and rare blend of citrus, peach, coconut and Patchouli. The composition of the perfume is both magical and classic, leaving a sensual and feminine trail.

### Mystical Inspiration

The first of its kind to contain such a rare and timeless blend of ingredients. Enriched with an exceptional flower essence of orange, heliotrope and rose producing the ultimate feminine fragrance.

### Orient Legend

A timeless perfume enriched with the rare blend of the luxurious essence of rose, gardenia and jasmine which changes to adapt to one's personal chemistry. These delicate flowers bursting with confidence for ultimate femininity. The secret of a great fragrance.

### Blooming Tribute

A dazzlingly feminine and floral fragrance, unique in its quality. A feeling of luxuriance is achieved through the exclusive and rare blend of pineapple, raspberry and jasmine. A romantic, fruity, and timeless perfume with an irresistible fragrance.

## 4. TRESOR RARE PARFUM



### Recollection

Created in harmony with nature, a timeless authentic fragrance that awakens the senses with freshness. Enriched with a captivating blend of coconut, musk, mint and rose for a powerful, unforgettable feminine fragrance.

### Ultimate Pleasures

A seductive, alluring scent, much like the taste of the ultimate pleasure. Floral, fruity and mysterious, this perfume has mastered rare and precious ingredients, such as oriental orange flower, heliotrope and woody vanilla toffee for a unique and ultimate aroma.

### Amber Desire

An enchanting and majestic perfume, fruity floral fragrance based on orange, peach, vanilla and notes of white musk for an irresistible perfume. The fragrance celebrates the most secret and unique facet of femininity.

### Summer Memories

A sparkling floral fragrance like that of a summer memory. This elegant and sophisticated scent combines citrus essence with exquisite vanilla, for a legendary and outstanding fragrance. This perfume sparkles with a fresh and sensual elegance.

### Amethyst

Romantic by nature, this perfume is created with a rich blend of musk, peach and rose for a unique and elegant feel. A powerful and long-lasting scent, this perfume represents the signature of a great aroma.



# EXQUISITE SKINCARE



ULTIMATE PEARL CLEANSING



ULTIMATE PEARL SKIN CARE



PERFUME

PERFUME



SERUMS

SERUM



BLUE SAPPHIRE COMPLETE AGE DEFYING SKIN CARE COLLECTION



BX SKIN RELAXOR COLLECTION



EYE AND NECK DEDICATED SKIN CARE



TOURMALINE BX SKIN CARE



CLEANSERS & TONERS

CLEANSERS AND TONERS



BODY

BODY CARE



24K GOLD ELIXIR LUXE

24K GOLD ELIXIR LUXE CARE



MASKS

TREATMENT MASKS



BLACK DIAMONDS EXPRESS LIFTING



MENS CARE



## 6. THE RETAIL NETWORK



Continuing sales growth and ever-improving brand awareness of TRESOR RARE's products have progressively led to the opening of stores in many corners of the globe.

Today, the Tresor Rare products are sold in 33 retail locations worldwide.

International sales account for a full 85% of the company's annual gross revenues, so stressing the global nature of the business.

The company has an executive showroom in London which coordinates and handles sales on the domestic market as well as for the international clientele.

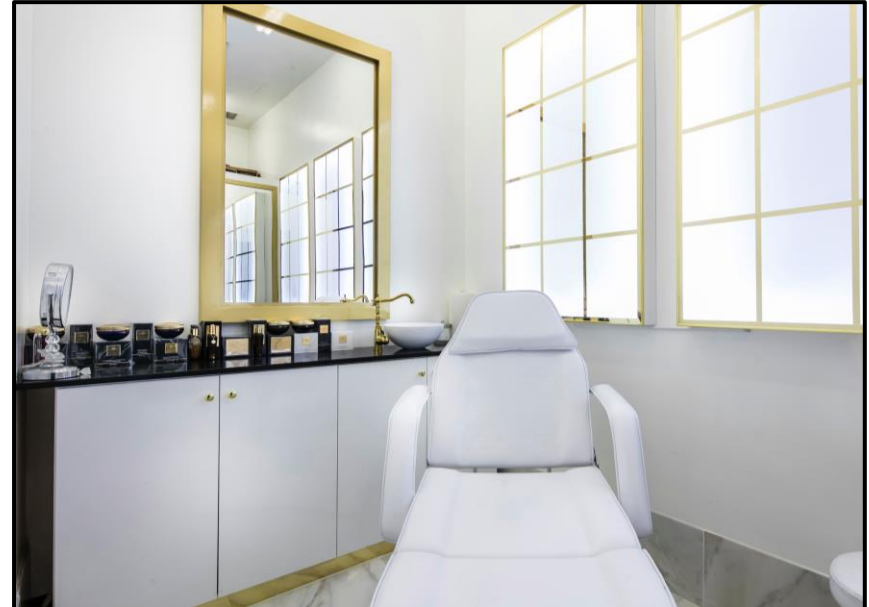
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## 6. THE RETAIL NETWORK



### ULTIMATE SHOPPING ENVIRONMENT

Once you enter a Tresor Rare boutique a sense of true, divine luxury bewilders the soul, a "step back in time" into a relaxing oasis of fantastic fragrance and aroma sought from all corners of the world and brought together to an astonishing relaxing shopping environment.



### PRIVATE ROOMS OFFERING MORE

Our private VIP rooms offer an opportunity to try and sample the products at your own convenience. Customers may set appointments and in most cases, the private treatment rooms have a back door exit so that celebrity clients can exit safely and securely.

## 6. THE RETAIL NETWORK



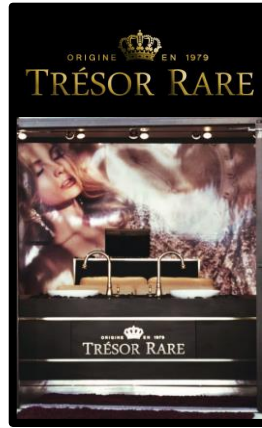
## 6. THE RETAIL NETWORK



## 6. THE RETAIL NETWORK



Austin, Texas, USA



Mayfair, London, UK



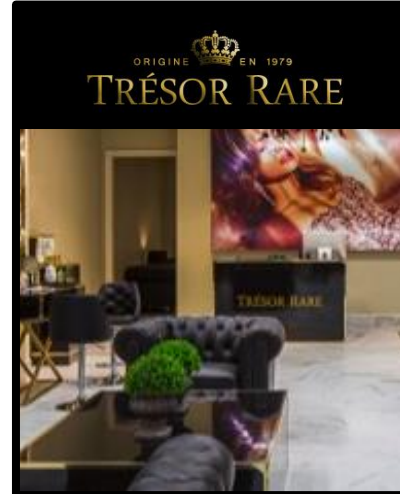
Venitian, MACAU



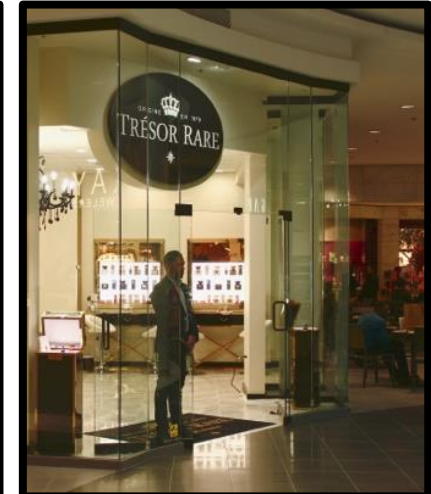
Atlanta, Georgia, USA



Hawaii, USA



Ft lauderdale, Florida, USA



Pentagon Washington, USA

## 6. THE RETAIL NETWORK



### MARKET BREAKDOWN OF TRESOR RARE BOUTIQUES

USA + CANADA	64%
HAWAI + CENTRAL / SOUTH AMERICA	12%
EUROPE	9%
UK	8%
FAR EAST	7%
TOTAL	100%

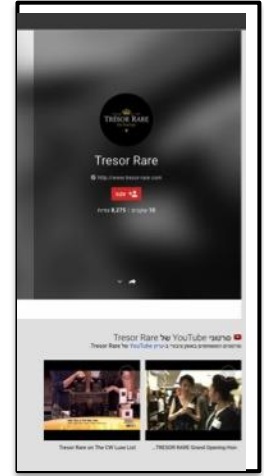
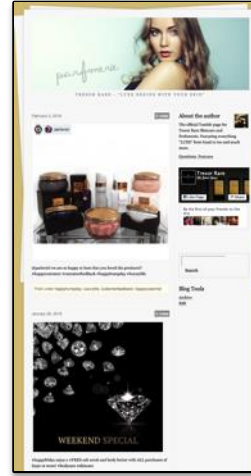
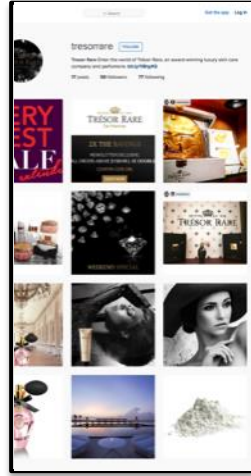
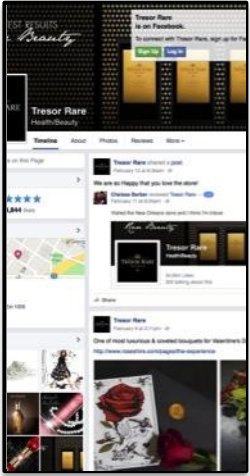
In order to consolidate the retail presence of TRESOR RARE in the world's key cities, in 2015 the company opened new Tresor Rare flagship stores in Macau, Madrid, Marbella and Las Vegas.

## 7. IMAGE & COMMUNICATION



Over time, the award-winning brand has achieved international success. With the openings of new boutiques around the globe, our products have graced the pages of high fashion and editorial magazines in the UK and abroad.

# 7. IMAGE & COMMUNICATION





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