



LUXURY  
GROUP

Where beauty brands unlock growth through branding,  
marketing, and global reach



The European fragrance and beauty market is crowded. New launches appear every week, shelves are full, and consumers are exposed to countless brands every single day. In that kind of environment, simply being available isn't enough anymore; **being recognised is what makes the difference.**

Strong (online) brand awareness is what helps a beauty product stand out long before someone tries it in-store or adds it to their basket online. Through consistent storytelling, visual identity, and digital presence, brands start to feel familiar, trusted, and desirable. And in beauty, that familiarity often becomes the deciding factor.

The real impact shows over time. Brands that invest in awareness don't just see short-term spikes. They build recall, preference, and loyalty. That's what supports healthier sell-through, stronger retailer relationships, and more resilient growth in the long run. In a saturated market, awareness isn't noise. It's what keeps a brand relevant.

*- Jop Vissers, Brand & Marketing Strategist at Luxury Group Europe B.V.*

## The Top of the Funnel

Marketing and brand awareness live at the very top of the funnel. It's the stage where people might not be actively looking to buy yet, but they're forming opinions, building recognition, and subconsciously deciding which brands feel relevant to them.

In fragrance and beauty, this is especially important. A consumer rarely buys a scent from a brand they've never seen, heard of, or emotionally connected with. Awareness is created through repeated, consistent touchpoints: social content, visuals, storytelling, campaigns, creators, PR, and online presence. Each interaction plants a seed.

Good top-of-funnel marketing isn't about pushing a product or chasing immediate conversions. It's about showing up in the right way, at the right time, with the right story. Over time, that visibility turns into familiarity and familiarity turns into trust. When the moment to purchase finally comes, the brand already feels known.

In short: brand awareness doesn't ask for attention once. It earns it gradually. And in a crowded market, that's what creates long-term impact.



## Marketing funnel



**Please note:** The importance of awareness only increases when a product is more niche or positioned at a higher price point. Consumers naturally take more time before committing to a premium purchase. They want reassurance, credibility, and emotional connection. Strong awareness answers those questions before they're even asked. It makes a higher price feel justified and a niche concept feel intentional rather than unfamiliar.

## Important considerations

### General

- 73% Of consumers are more likely to buy from brands they recognise, and 59% prefer buying new products from brands they know, showing recognition drives purchase intent.
- According to Shopify data, 82% of shoppers base purchase decisions on brand trust, a downstream effect of awareness



### TikTok

- Across platforms including TikTok, 58% of consumers report discovering new businesses via social media, outperforming traditional channels for brand discovery.
- 32% of TikTok users discover new brands/products through reviews, and 26% are inspired to learn more about a brand from tutorials (showing that awareness content directly feeds consideration).



### Meta

- Research from Meta for Business found that 84% of global consumers say they would purchase, try, or recommend a product based on influencer content.
- On Instagram, 78% of users perceive brands as popular, boosting brand identity is essential before purchase.

## Our service

If you're looking to introduce your fragrance or beauty brand into Europe, or to expand within a specific region such as the Benelux, we act as a strategic partner throughout that journey.

With strong market know-how and hands-on regional experience, we help you understand local consumers, retail dynamics, and competitive landscapes. Our approach is marketing-led, focusing on building awareness, relevance, and positioning before and alongside distribution. Why? So your brand doesn't get lost in an already crowded market.

For every brand we work with, our **Brand & Marketing Strategist** develops a tailored market-entry and growth plan. This strategy brings everything together: positioning, (social) marketing, PR, content, and retail opportunities. Acting as a central point of contact, the strategist coordinates partners, manages relationships, and keeps a clear overview of the bigger picture (ensuring every effort contributes to the same long-term goal).

By investing upfront in the right strategy and awareness, we help you build a stronger foundation, avoid short-term thinking, and grow more sustainably and profitably over time.

### Role of Luxury Group Europe B.V.

As a strategic distribution partner, Luxury Group Europe B.V. will:

- Act as the exclusive Benelux distributor
- Lead brand strategy and market entry
- Manage digital paid marketing & organic content strategy
- Develop retailer & wholesaler relationships (on- + offline)
- Ensure long-term brand positioning and consistency
- Handle European warehouse and fulfillment



Reach,  
Impressions &  
Frequency



Video Views &  
Engagement  
rate



Click-Through  
Rate & Profile  
Visits

# Our Network



## Bharara Beauty Europe



Luxury Group Europe is the official European distributor of Bharara Beauty, a niche fragrance house with a strong presence across the United States. Our focus is to build European brand awareness and drive sales growth through a structured market entry strategy.



[www.bhararabeauty.eu](http://www.bhararabeauty.eu)



## Monreale Parfums



Rooted in Italian elegance and craftsmanship, Monreale is built for global expansion, seamlessly connecting refined design with international markets. A strong, trusted partnership with the founder has driven measurable growth in brand awareness and market penetration.



[www.monrealeparfums.com](http://www.monrealeparfums.com)



## Beauty & Luxury events

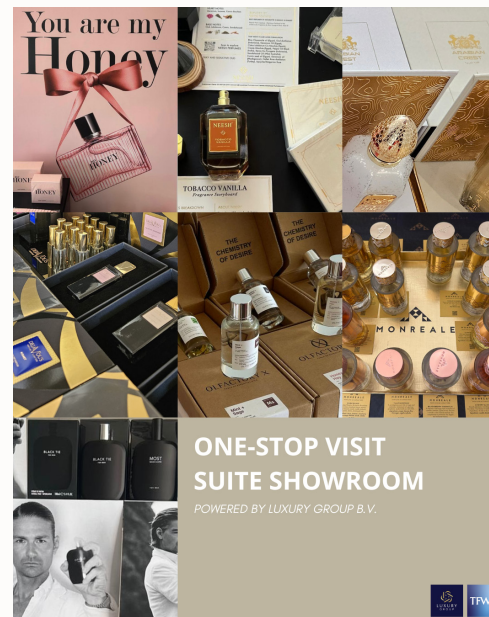
We connect beauty brands with the world by showcasing them at key industry events for press, influencers, and retail partners. This strategic exposure helps build strong relationships, enhance brand credibility, and support long-term commercial growth. Discover our event highlights here:

### TFWA Cannes 2025: One-Stop Visit Suite Showroom

During the Tax Free World Association 2025 edition in Cannes, we introduced our very own One-Stop Showroom. A curated, off-site showroom where travel-retail buyers could discover multiple independent beauty brands in a calm, 60-minute, appointment-only stop.

Located in a prime location, we showcased over ten beauty brands across niche fragrances, affordable perfumes, and accessible-to-luxury skincare, allowing decision-makers to discover products without any show-floor noise.

Event highlight 1



## Ready to boost your brand?

Connect with us to discuss partnerships, growth opportunities, or brand expansion via phone or email:

Company	Luxury Group Europe B.V.
Contact person	Evert Ilbrink (CEO & Founder)
Website	<a href="http://www.luxury-group.com">www.luxury-group.com</a>
Phone	+31(0)40 30 41387
Mail	<a href="mailto:info@luxury-group.nl">info@luxury-group.nl</a>
Address	Van Dijklaan 7 5581 WG, Waalre The Netherlands

