



Ghana's Ghandour Cosmetics is set to Launch Africa's First Luxury Fragrance

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Ghandour Cosmetics Ltd., a leading manufacturer of beauty products in West Africa is set to launch 'The Scent of Africa', Africa's first luxury fragrance. The fragrance and its celebrity brand ambassadors will be unveiled at an exclusive event in Accra, Ghana on 14th November 2015.

The Scent of Africa fragrance which was conceptualized in Ghana and produced in France, will be released first to high end West African retailers to be followed by other countries in Africa, Europe and North America.



"This new product is very different from anything we have produced before at Ghandour. We wanted to introduce to the world a product that is truly reflective of the richness and splendour of Africa. Everything from the packaging to the branding and advertising of this product will disrupt notions of what it means to be an African brand," said Tanal Ghandour, the Founder and Managing Director of Ghandour Cosmetics which has been based in Ghana for over 20 years with operations also in 14 African countries.

Recent market studies report that Africa has the second-fastest growth rate globally for luxury retail sales which may reach \$5.2 billion by 2019. "Of course there is always a high demand for Western luxury goods but we have begun to notice a growing trend for African luxury consumers looking to buy local brands and products made with the same high standards and quality that they find abroad. Our goal with The Scent of Africa is to reverse the trend by making a product in Africa for Africans that is coveted around the world!" adds Ghandour, whose highly integrated manufacturing facility in Ghana employs over 600 staff.

Top celebrities and athletes from around the continent will convene in Accra on 14th November 2015 to celebrate the launch of The Scent of Africa where the fragrance will be unveiled for the first time.

Entrants from across the African continent have been participating in the What is Your African Dream contest using the hashtag #africandream for the chance to attend the exclusive launch event.

www.ghandourcosmetics.com

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