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Ghandour Cosmetics launches Africa's first dedicated luxury fragrance

November 17, 2015 | Written by Georgina Caldwell



Ghandour Cosmetics

Ghana-based Ghandour Cosmetics has launched its first luxury fragrance range. The Scent of Africa for women will be fronted by celebrity brand ambassadors Nigerian supermodel Oluchi Orlandi, while the male version will be represented by Ghanaian-French footballer Marcel Desailly.

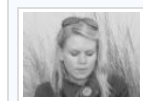
Conceived in Ghana and created in France, Scent of Africa will be released to high-end West African retailers before being rolled out to the rest of Africa, Europe and North America.

"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, Founder and Managing Director of Ghandour Cosmetics.

"Both Oluchi and Marcel are true African success stories who have ascended to international icon status in their respective fields. These two were selected as brand ambassadors because they reflect our vision for Scent of Africa not just because of their achievements but also because of their commitment to give back to their homeland as philanthropists and entrepreneurs," continued Ghandour.

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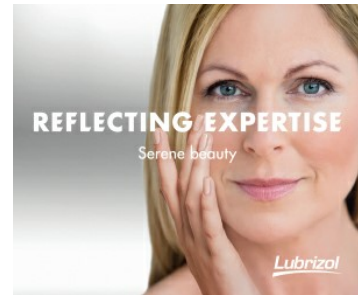
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