

PEARL BRANDS CORPORATE PROFILE

HISTORY

Founded in early 1935, G. Zahar & Co has been the top retail destination for generations of shoppers, and continues to prove itself as a leader in the market today.

In an effort to reinvent the company and keep up with the changing times, G. Zahar & Co transformed into Pearl Brands in 2012. Led by a new managerial team with a fresh vision and ample experience in the retail sector in the region, Pearl Brands sought to add to its reputation and rebuild its empire with a different take and new goals in mind. The group has since repositioned itself as a chief luxury retail platform and global distributor across the GCC and Levant markets.

Part of the prestigious J. Capital Holding group, Pearl Brands' headquarters are based in Lebanon. The company holds over 29 retail outlets distributed across the country.

Pearl Brands has always prided itself on its diversity. The group aims to answer to the different needs of the luxury retail market and as such has aligned itself with brands that appeal to a host of different audiences: Zahar Kids, Kids Around, Zahar Lingerie rebranded to Secret Senses By Zahar, Culti and WSPR by Sylvie Saliba.

Early 2019, the Chalhoub Group and Pearl Brands have agreed to merge Chalhoub Group's two retail operations in Lebanon with Pearl Brands. The combined entity which will continue under the banner of Pearl Brands, will emerge as a major retail player in the Lebanese market with operations spanning 35 point of sales, and holding a diversified portfolio of leading international brands in fashion, Jewellery, gifts and beauty products. L'OCCITANE

CAROLINA HERRERA

MICHAEL KORS

ZAHAR Kids 'Kids around[%]



BY SYLVIE SALIBA

CULTI

MANAGEMENT



GHASSAN S. JISR, CEO

With over 15 years of experience in one of the leading retail conglomerates in the GCC and Levant under his belt, Ghassan Jisr is the mastermind behind the rebranding of Pearl Brands.

Shortly after he assumed a leadership role in the company, he completed the acquisition of 2 multi-brand stores, expanded to Saudi Arabia, and recruited 5 franchises to add to Pearl Brands' portfolio, bringing the company one step closer to completing its aim of establishing itself as a leading luxury retail platform in the Middle East.

Mr. Jisr previously held positions at Arthur Anderson, the World Bank, & Chalhoub Group and holds an MBA from the University of Maryland, USA.







L'OCCITANE EN PROVENCE

L'Occitane en Provence was founded in 1976 by Olivier Baussan and is based in Manosque, France. Baussan exercised his enthusiasm for nature's most precious treasures and created a cosmetic company based on essential oils and natural ingredients.

L'Occitane prides itself on its ability to create innovative products. What started as a company producing only essential oil shampoos, L'Occitane's life now includes skin care, fragrances, bath and body products, makeup, men's products, hair care, soaps, and a remarkably extensive home collection.

f LOCCITANE.ME





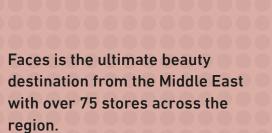




L'OCCITANE EN PROVENCE







At Faces, we offer the best in fragrance, makeup, skincare and beauty accessories from all of your favorite international beauty brands. Splurge on all of your beauty essentials at Faces!

f FACESBEAUTYLEBANON**6** FACESBEAUTYLEBANON









CH CAROLINA HERRERA

Carolina Herrera launched her premiere women's collection in New York city in 1981 thus creating Carolina Herrera Ltd. This was the beginning of the path ripe with success, recognition and awards. Carolina Herrera propelled her name into the international arena with the launch of her signature scent in 1987. The world of Carolina Herrera includes: demi couture, luxury ready-to-wear, bridal, accessories, eyewear, and fragrances.

f CAROLINAHERRERANY

O CAROLINAHERRERA







pearlbrands.co

MICHAEL KORS

Michael Kors is a world-renowned, award-winning designer of luxury accessories and ready-to-wear. His namesake company, established in 1981, currently produces a range of products under his signature Michael Kors Collection and MICHAEL Michael Kors labels.

These products include accessories, footwear, watches, jewelry, men's and women's ready-to-wear, eyewear and a full line of fragrance products.

f MICHAELKORS**O** MICHAELKORS









ZAHAR KIDS



As one of the most popular children's clothing stores in Lebanon, Zahar Kids continues to provide loyal customers and new visitors with exclusive and luxurious international brands such as DKNY, Karl Lagerfeld, Michael Kors, Ralph Lauren, Boss, Petit Bateau, Kissy Kissy, Billieblush and Mayoral among many others.

Known for its quality threads and variety, the shop has 8 branches spread across Lebanon spanning from the North of the country to the South. With over 75 years of experience, the retailer has been the choice destination for kids' clothing for generations of shoppers.



ZAHAR KIDS REBRANDING & STORE RENOVATION

As part of the rebranding process, a new concept store was designed for Zahar Kids in order to upgrade its positioning and create a luxurious environment for its clientele.

- f ZAHAR KIDS
- ♥ ZAHAR_KIDS
- O ZAHARKIDS





ZAHAR Kids





Before

After

ZAHAR KIDS





OPERATING STORES: ABC Achrafieh, ABC Dbayeh, ABC Verdun, Saida, Tripoli, City Center, Beirut Souks, Koura

- f ZAHAR KIDS
- ♥ ZAHAR_KIDS
- O ZAHARKIDS

ZAHAR KIDS BRAND MIX



Zahar Kids; a complete luxury offer with international brands.

ana coremonia	babybotte	Billieblush	ICEBERG
Balloon Chic	BOSS HUGOBOSS	Alice Pi.	DKNY
KARLLAGERFELD	LITTLE MARC JACOBS	kissy kissy	Magnifica Lulu
mayoral	MICHAEL KORS	Oca-Joca	PETIT BATEAU°
RALPH LAUREN	Ferrari	MOSCHINO	SEAFOLLY

zaharkids.com



KIDS AROUND



With stores operating across both Lebanon and the KSA, Kids around is a one-of-a-kind concept store that specializes in children's clothing. Offering fashionable choices for kids between 0 and 16 years of age, Kids around is part of a franchise that prides itself immensely on providing upscale clothing and CWF designer brands, such as: Boss, Little Marc Jacobs, Karl Lagerfeld, DKNY, Billieblush and Billybandit.

OPERATING 2 STORES: Beirut Souks, ABC Verdun

f KIDSAROUNDLEBANON**i** KIDSAROUNDLEBANON





KIDS AROUND



Kids Around; a complete luxury offer with international brands.

BOSS HUGOBOSS DKNY BILLYBANDIT LITTLE MARC JACOBS KAR Billieblush Timberland 🅮





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SECRET SENSES



Pearl Brands decided to evolve and reach new markets by rebranding Zahar Lingerie into Secret Senses by Zahar. The rebranding was a great opportunity to strengthen the offer and diversify the customer base and image.

Inspired by the delicate moods evoked by dusk and dawn, when secrets are revealed and senses are heightened, Secret Senses offers luxury intimates, nightwear, activewear and swimwear to complement the ever-changing lifestyle of today's young and mysterious woman.

f secretsensesbyzahari secretsensesbyzahar







SECRET SENSES



Conor





f SECRETSENSESBYZAHAR O SECRETSENSESBYZAHAR





Arus

SECRET SENSES BRAND MIX





Secret Senses; a complete luxury offer with international brands.

Anita	antige/ Lise Charmel	Arys	ARMANI
Avet	VIX PAULAHERMANNY		Diamond Tea
eptise 4e LISE CHARMEL	HANRO	TERRE ROUGE	Janira.
S& sensis	(the second sec	م le chat Lingurie	LISE CHARMEL
	Swimwear}	Marjolaine	MOJO Beach
PHAX.	PLUMERIA SWIMWEAR	pomm' poire	PrimaDonna
RINGELLA	Sking		SEAFOLLY

WSPR



'WSPR by Sylvie Saliba' is a multibrand fine jewelry concept inspired by major designers concepts like montaigne market and colette putting forward a unique and exclusive experience of fashion jewelry designers blend for women who like to sparkle and shin<u>e.</u>

OPERATING 3 STORES IN LEBANON: ABC Achrafieh ABC Dbayeh ABC Verdun

f WSPRBYSYLVIESALIBA**Ø** WSPRBYSYLVIESALIBA







WSPR BRAND MIX



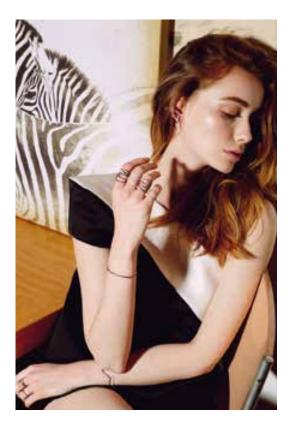


WSPR; a complete luxury offer with international brands.

5 OCTOBRE	Albanu Denne Isto Principalite de Monaco	AM	ÀSTLEY CLARKE
<i>Stelier</i> PAULIN	AURÉLIE BIDERMANN	BRISTON®	CM CATHERINE MICHIELS
Chantecler CAPRI	CHRISTINA DEBS	DANA REBECCA	
DIETRICH	BRAGA	ELEna Kougianou	Fiya
GERALDINE CARFIELD PARIS	© R I F F	Guija	Harpo

WSPR BRAND MIX





WSPR; a complete luxury offer with international brands.

la môme bijou	le petit	Leia K. *	LINA RAÏ
Lovingstone	luj	makàrios 00	MATEO
	MÉTIER	NAYLA ARIDA JEWELLER'Y	Ola Madani
by Narda Soate	PAIGE NOVICK	Pascale Monvoisin	byrctabealta/2
RUIFIER	🕼 🤇 Jamira 13. Jewelry	Sheryllowe	TAMAR
THE WIST			

BY DANYA JABRE

wsprme.com

CULTI



OPERATING 1 STORE IN LEBANON: ABC Achrafieh L0

f CULTILEBANON





SERVICES





GIFT CARD

At Pearl Brands, we understand that finding the perfect gift is not always the easiest thing to do. As such, we've developed a gift card available to buy and use at any of our retailers.

LOYALTY APP

Download Pearl Brands Loyalty Card and start accumulating points for limiteless rewards!





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