



**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
EN PROVENCE

FACES

CH
CAROLINA HERRERA

MICHAEL KORS

ZAHAR
Kids

Kids around

SECRET
SENSES
BY ZAHAR

w s p r
BY SYLVIE SALIBA

CULTI
MILANO

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.

 LOCCITANE.ME

 LOCCITANEME

pearlbrands.co

L'OCCITANE
EN PROVENCE



L'OCCITANE
EN PROVENCE

FACES

Faces is the ultimate beauty destination from the Middle East with over 75 stores across the region.

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!

 [FACESBEAUTYLEBANON](https://www.facebook.com/FACESBEAUTYLEBANON)

 [FACESBEAUTYLEBANON](https://www.instagram.com/FACESBEAUTYLEBANON)

[pearlbrands.co](https://www.pearlbrands.co)

FACES


PEARL BRANDS



Obsessed with
BEAUTY



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.

 CAROLINAHERRERANY

 CAROLINAHERRERA

pearlbrands.co

CH
CAROLINA HERRERA

B
PEARL BRANDS



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.

 MICHAELKORS

 MICHAELKORS

pearlbrands.co

MICHAEL KORS



ZAHAR KIDS

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.

zaharkids.com



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.

 ZAHAR KIDS

 ZAHAR_KIDS

 ZAHARKIDS

zaharkids.com

ZAHAR
Kids



ZAHAR
K · I · D · S

ZAHAR
Kids



Before



After

ZAHAR KIDS

ZAHAR
Kids



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

 ZAHAR KIDS

 ZAHAR_KIDS

 ZAHARKIDS

zaharkids.com



ZAHAR KIDS BRAND MIX



Zahar Kids; a complete luxury offer
with international brands.

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

 KIDSAROUNDLEBANON

 KIDSAROUNDLEBANON

pearlbrands.co

Kids around 



KIDS AROUND BRAND MIX

Kids around 



LITTLE MARC JACOBS

BOSS
HUGO BOSS

BILLYBANDIT

DKNY

Billieblush

KARL
KARL LAGERFELD

Timberland 

Kids Around; a complete luxury offer
with international brands.

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.

 SECRETSENSESBYZAHAR

 SECRETSENSESBYZAHAR

secretsenses.co

SECRET
SENSES
BY ZAHAR



SECRET SENSES

SECRET
SENSES
BY ZAHAR



OPERATING STORES:

ABC Achrafieh, ABC Dbayeh, ABC Verdun, City Centre Beirut, Saida, Tripoli

SECRETSENSESBYZAHAR

SECRETSENSESBYZAHAR



SECRET SENSES BRAND MIX

SECRET
SENSES
BY ZAHAR



Anita	<i>antigel</i> LISE CHARMEL	<i>Arys</i>	ARMANI
Avet	VIX PAULAHERMANNY	Canat PARIS	<i>Diamond Tea</i>
<i>éprise</i> de LISE CHARMEL	HANRO OF SWITZERLAND	TERRE ROUGE	<i>Janira</i>
S& SENSIS	<i>La-Da-La</i>	le chat <i>Lingerie</i>	LISE CHARMEL
LORNAJANE ACTIVE LIVING	<i>malai</i> {swimwear}	<i>Marjolaine</i>	MOJO Beach
PHAX SWIMWEAR	PLUMERIA SWIMWEAR	pomm poire	PRIMA DONNA
<u>RINGELLA</u>	<i>Skinny</i>	SUNFLAIR BEACH FASHION	SEAFOLLY australia

Secret Senses; a complete luxury offer with international brands.

WSPR

w s p r
BY SYLVIE SALIBA



'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 shine.

OPERATING 3 STORES IN LEBANON:

ABC Achrafieh

ABC Dbayeh

ABC Verdun

 WSPRBYSYLVIESALIBA

 WSPRBYSYLVIESALIBA








wsprme.com



WSPR BRAND MIX

w s p r
BY SYLVIE SALIBA



5 OCTOBRE	<i>Albanu</i> DEPUIS 1929 PRINCIPAUTÉ DE MONACO	AM PARIS	ASTLEY CLARKE LONDON
<i>Atelier PAULIN</i>	AURÉLIE BIDERMANN	BRISTON	CM CATHERINE MICHIELS
 Chantecler CAPRI	 CHRISTINA DEBS FINE JEWELRY	DANA REBECCA <i>designs</i>	
 DIETRICH	 DRAGA	EK Elena Kougianou	<i>Triya</i> Bijoux
GERALDINE CARFIELD PARIS	GRIFF	Guila PARIS	 HARPO PARIS 1971
14 I L E A N A M A K R I	JEZEBEL LONDON	k i s m e t by milka	 L'OR JEWELRY BY LAURE

WSPR; a complete luxury offer
with international brands.

WSPR BRAND MIX

w s p r
BY SYLVIE SALIBA



The logo for 'la môme bijou' in a modern, lowercase sans-serif font.	The logo for 'le petit CHATO' in a mix of cursive and sans-serif fonts.	The logo for 'Leia K.' in a cursive font with a small floral icon.	The logo for 'LINA RAÏ' featuring a large 'R' and the brand name in a sans-serif font.
The logo for 'Lovingstone' in a cursive font.	The logo for 'luj' in a cursive font.	The logo for 'makarios' in a sans-serif font with an infinity symbol below.	The logo for 'MATEO' in a sans-serif font inside a square border.
The logo for 'MEDICINE DOUCE PARIS' featuring a hexagonal icon with 'M D' and the brand name below.	The logo for 'MÉTIER' in a bold, uppercase sans-serif font.	The logo for 'NAYLA ARIDA JEWELLERY beirut' featuring a butterfly icon and the brand name.	The logo for 'Ola Madani JEWELLERY' in a cursive font with the brand name below.
The logo for 'or la loi by Nayla Saab' featuring a star icon and the brand name.	The logo for 'PAIGE NOVICK' in a bold, uppercase sans-serif font.	The logo for 'Pascale Monvoisin' in a sans-serif font.	The logo for 'Syrain Corbiak' in a cursive font.
The logo for 'RUIFIER' in a bold, uppercase sans-serif font.	The logo for 'Samira 13 Jewelry' featuring a crown icon and the brand name.	The logo for 'SL sheryllowe' featuring large 'SL' letters and the brand name below.	The logo for 'TAMAR JEWELLERY' in a bold, uppercase sans-serif font.
The logo for 'THE twist BY DANYA JABRE' in a cursive font with 'THE' and 'BY DANYA JABRE' in smaller text.			

WSPR; a complete luxury offer
with international brands.

CULTI

Founded by in 1990 by Alessandro Agrati, Culti is an Italian home fragrance expert and the creative genius behind the first stick diffusers. The high-end brand has established itself as one of the most sought-after fragrance and diffusing system experts through their continuous innovation and originality. Led by a team of researchers, Culti strives to maintain its trailblazing path and continues to introduce new ideas and aromatic trends on the market.

OPERATING 1 STORE IN LEBANON:
ABC Achrafieh L0

 CULTILEBANON

 CULTILEBANON

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CULTI
MILANO



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 limitless rewards!





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