ELEGANZ LUXURY
GROUP

GROUP PROFILE

VISION

VALUE WITH PASSION

A passion for exceptional service, with a strong focus on the quality of our goods, attention to detail, and style, enables us to pursue a path of excellence in business. These strong values define our vision and guide every facet of our Group’s companies

KASHIF SHEHZAAD

FOUNDER, OWNER , CHAIRMAN & MANAGING DIRECTOR

With nearly three decades of experience in luxury, beauty and retail, Kashif Shehzaad began his professional journey in the UAE with Estée Lauder, followed by leadership roles at Salam Studios & Stores, Paris Gallery Group and EuroItalia. His extensive experience with leading international brands shaped his entrepreneurial vision and established a strong foundation in luxury distribution, retail and brand development.

The journey of Eleganz Luxury Group began in 2018 with the establishment of a strong distribution business in Pakistan, subsequently expanding its footprint into Egypt. Today, ELG has evolved into a diversified regional enterprise spanning beauty, luxury, fashion, lifestyle, food & beverage and entertainment, guided by Kashif's vision to forge enduring international partnerships, deliver exceptional consumer experiences and build sustainable businesses across the region.

CORE TEAM

CEO,
EGY

Beauty | F&B |
Fashion & Accessories

Mohsen Taha serves as the Chief Executive Officer of Egypt Operations, an active voting member of the Board, and Partner across the businesses in Egypt. He plays a key role in driving business growth, overseeing operations, shaping strategic direction, across the Egyptian market.

CCO,
PAK

Beauty |
Fashion & Accessories

Maher Abboud, Chief Commercial Officer, and an active voting member of the Board, responsible for leading the commercial strategy, sales operations, business development, and brand portfolio performance across Distribution and Retail businesses, while contributing to key strategic decisions

GM,
PAK

Beauty

Zeeshan Akram, General Manager - Derma Distribution Business for Pakistan, responsible for leading the strategic development, commercial performance, and operational execution of dermatological skincare portfolio, while driving sustainable growth, and market expansion, across the healthcare and pharmacy channels in Pakistan

DIRECTOR
UAE PAK AND
EGY

Director Strategy &
Business Development

Tasneem Joher, Responsible for driving corporate strategy, business expansion, investments, and strategic partnerships across the UAE, Egypt, and Pakistan operations. She plays a key role in overseeing major projects and supporting the Board in shaping the Group's long-term vision and sustainable growth agenda.

CFO
PAK AND EGY

Beauty | F&B |
Fashion & Accessories

Kerollos Nady, Chief Financial Officer for Pakistan & Egypt, responsible for overseeing the financial strategy, treasury, budgeting, and regulatory compliance of the Group's operations across both markets. He leads financial planning and performance reporting, while supporting the Board and management team in driving sustainable growth and operational efficiency.

INDUSTRIES SERVED

1

BEAUTY

2

FASHION

3

F&B

4

MUSIC

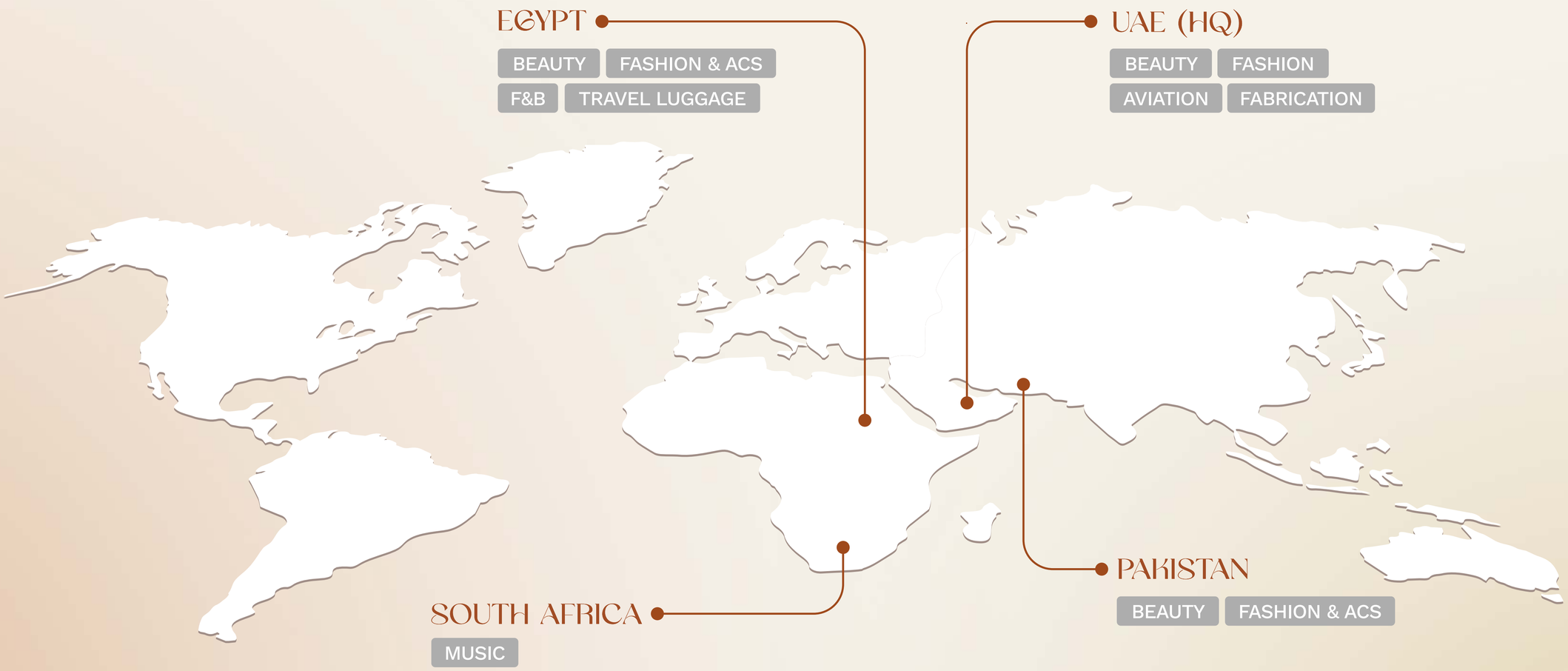
5

FABRICATION

6

AVIATION

GLOBAL PRESENCE



MILESTONES

Year	Company	Sector
2014	EASTERN ACOUSTICS	MUSIC South Africa
2018	ELEGANZ LUXURY	HQ/BEAUTY UAE & Pakistan
2020	Aviatek Aerospace (SPV) Ltd.	AVIATION UAE
2021	EGYPT LUXURY	BEAUTY & ACCS Egypt
2023	MALAK the divine beauty	BEAUTY Pakistan & Egypt
2023	Camicissima MILANO	FASHION UAE & Egypt
2024	illy	F&B Egypt
2024	ALDO	FASHION Pakistan
2026	DERMABEAUTY DISTRIBUTION	BEAUTY Pakistan
2026	ia&m	FABRICATION UAE
2026	la Vie en Rose	FASHION Pakistan

STRENGTHS

600+
EMPLOYEES

9
GLOBAL OFFICES

68,000+
SQ FT RETAIL SPACE

74
BRANDS

21%
Y.O.Y. GROWTH

UAE

UAE BUSINESSES

- HQ
  - ELEGANZ LUXURY
- FASHION
  - Camicissima MILANO ITALIAN SHIRTS SINCE 1931
- FABRICATION
  - ia&m
- AVIATION
  - Aviatek Aerospace (SPV) Ltd.

ELEGANZ LUXURY
GROUP

H.Q.

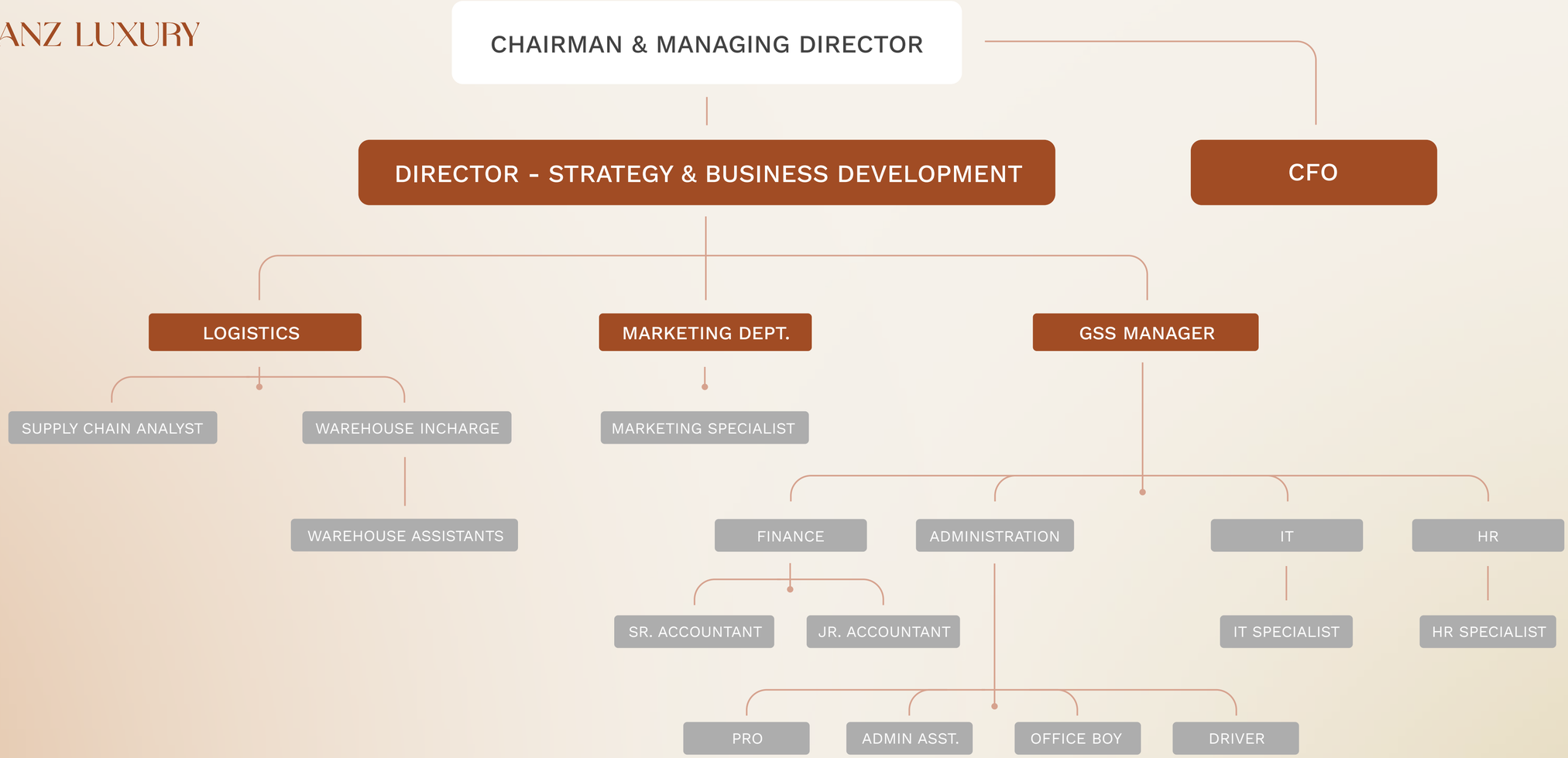
Our Headquater is in the heart of Dubai.

Based in Dubai Airport Free Zone, UAE, our head office serves as the backbone of our operations, specializing in key functions that ensure the smooth and efficient flow of business. As the central hub for our diverse teams, it plays a pivotal role in managing our businesses in Pakistan and Egypt.

Primarily focused on treasury management, the office oversees financial strategies, optimizes cash flow, and provides critical logistics support, ensuring we fulfill our commitments to global partners with precision and reliability.

THE TEAM

ELEGANZ LUXURY



Camicissima
MILANO
SINCE 1931

Camicissima is a prestigious Italian brand renowned for its high-quality men’s shirts, defined by impeccable craftsmanship and meticulous attention to detail. We are proud to hold the franchise rights for Camicissima in the UAE and Egypt —marking a significant milestone in our commitment to expanding our footprint in the fashion apparel industry. Our journey began with the opening in Dubai’s DIFC Gate Avenue in December 2024, strengthening the brand’s presence in the region.

Gate Avenue, DIFC.

Aviatek
Aerospace (SPV) Ltd.

Aviatek Aerospace (SPV) Ltd, ADGM, AbuDhabi was founded in 2019 and is an Aircraft Lessor/Sub-Lessor, worldwide supplier of key aerospace services including commercial aircraft components, rotables & spare parts, engine components, engine & airframe PBH to airlines, aircraft operators and MRO (Maintenance, Repair and Overhaul).

With our head office based in Abu Dhabi- United Arab Emirates, Aviatek offers Aircraft Leasing/Sub–Leasing to Operators, aviation products and services via a network of offices and agents around the world.

IA&M is a full-service creative, fabrication and fit-out company specializing in retail fit-outs, visual merchandising, outdoor displays, digital printing, events and digital marketing.

With strong in-house capabilities in design, production, printing and skilled craftsmanship, we deliver turnkey solutions for commercial and residential projects with a focus on quality, efficiency and attention to detail.

Our experienced team combines creativity with technical expertise to create impactful retail environments, engaging brand experiences and effective marketing solutions—delivered on time and within budget.

PAKISTAN

PAKISTAN BUSINESSES

- BEAUTY
  - DISTRIBUTION
    - DERMABEAUTY DISTRIBUTION
    - ELEGANZ LUXURY
  - RETAIL
    - MALAK the divine beauty
  - BOUTIQUES
    - DOLCE & GABBANA
    - YSL
    - ARMANI
- FASHION & ACS.
  - laVie en Rose
  - ALDO

ELEGANZ
LUXURY

Established in May 2019, our company thrives on a rich legacy of success in Distribution of Beauty brands. Our mission is to explore and capitalize on the untapped potential of the deep and diverse beauty industry in Pakistan. We proudly partner with esteemed names such as L'Oréal, LVMH Group, Bvlgari, Hermes, EuroItalia, Dolce & Gabbana, and Clarins, among others, solidifying our position as a leading distribution house in the region. Our commitment lies in continuously achieving milestones and setting new standards within the beauty sector.

BRAND PORFOLIO ELEGANZ LUXURY

TOTAL 46 BRANDS

EURO ITALIA

BRUNELLO CUCINELLI
ATKINSONS LONDON 1799
VERSACE
MOSCHINO
MISSONI
MICHAEL KORS
NAJ-OLEARI
DSQUARED2

MONO

DOLCE & GABBANA
CLARINS
AMOUAGE
ELECTIMUSS LONDON
ROSENDO MATEU OLFACTIVE EXPRESSIONS BARCELONA
NICOLAI
HERMÈS PARIS
KORLOFF PARIS
BVLGARI

LVMH

ACQUA DI PARMA
GIVENCHY
LOEWE
KENZO

COTY

BURBERRY
HUGO BOSS
Chloé

3 & 2 AXES · Niche · Prestige · Masstige

BRAND PORFOLIO ELEGANZ LUXURY

L'OREAL

- YVES SAINT LAURENT
- LANCÔME PARIS
- ARMANI
- BIOTHERM
- VALENTINO
- PRADA
- RALPH LAUREN
- VIKTOR & ROLF
- AZZARO
- MUGLER
- cacharel
- DIESEL
- Paloma Picasso
- Guy Laroche

SHISEIDO GROUP

- SERGE LUTENS
- ISSEY MIYAKE
- narciso rodriguez

INTERPARFUM

- LACOSTE
- COACH

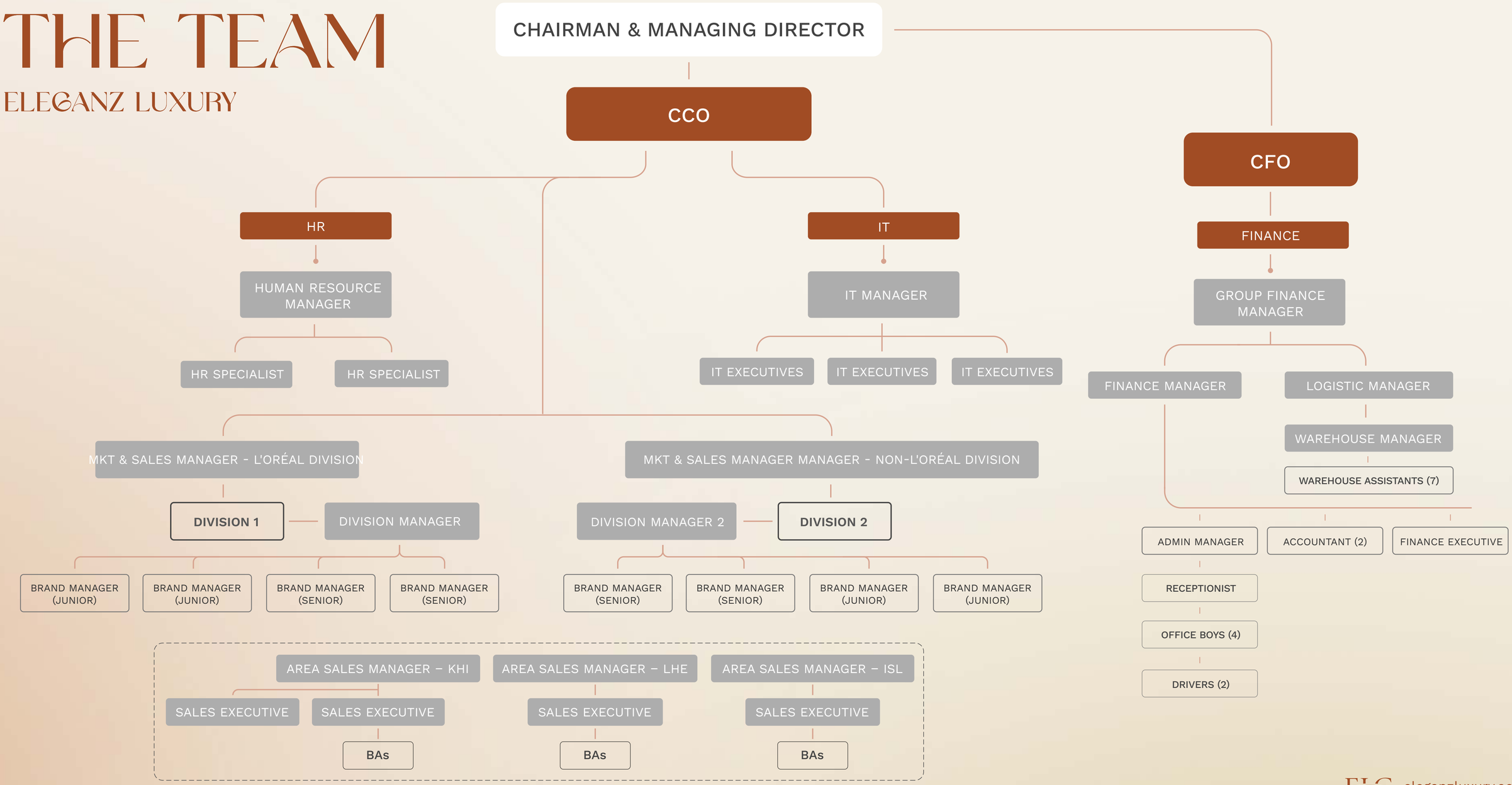
LALIQUE GROUP

- LALIQUE PARFUMS
- BENTLEY
- JAGUAR

3 & 2 AXES · Niche · Prestige · Masstige

THE TEAM

ELEGANZ LUXURY



DERMABEAUTY
DISTRIBUTION

Derma Beauty Distribution is a leading dermocosmetic distribution company dedicated to introducing world-class, dermatologist-recommended skincare brands to consumers and healthcare professionals across its markets. With a strong focus on skin health, scientific innovation, and patient well-being, the company bridges the gap between medical expertise and beauty retail by delivering clinically proven skincare solutions through pharmacies, hospitals, clinics, and premium retail channels.

Partnering with Loreal's globally recognized brands **CeraVe and La Roche-Posay**, Derma Beauty Distribution combines deep market knowledge with best-in-class commercial execution, medical engagement, and consumer education programs. Through its commitment to excellence, ethical business practices, and long-term brand building, the company continues to strengthen the dermocosmetic category and improve access to advanced skincare solutions that enhance confidence and quality of life.

DISTRIBUTION DERMA BEAUTY

DERMA BEAUTY

CeraVe
DEVELOPED WITH DERMATOLOGISTS

LA ROCHE-POSAY
LABORATOIRE DERMATOLOGIQUE

MALAK

the divine beauty

Dolmen Mall, Clifton, Karachi

Created in 2023 as a sanctuary where women can feel empowered,

Malak proudly introduces a modern, innovative, and luxurious beauty retail concept that redefines the beauty experience. With a strong focus on elegance and cutting-edge innovation, Malak promises an unmatched shopping journey for every customer.

Positioned as a forward-thinking beauty destination, Malak provides a one-stop shopping experience for premium beauty products ranging from ultra niche to fine fragrances, high-end to prestige make-up products and large variety of skin care products. With its presence in prime malls and shopping centers, Malak is at the heart Pakistan’s luxury retail landscape.

Malak is spreading its wings in prime locations across 4 major malls and online presence in Pakistan. With an ambitious plan, the brand aims to open 9 stores over the next four years, expanding its presence and redefining the luxury shopping experience

MALAK
the divine beauty

Dolmen Mall, Clifton, Karachi

Dolmen Mall, Clifton, Karachi

Dolmen Mall, Lahore

eleganzluxury.ae

MALAK
the divine beauty

BEAUTY RETAIL EXPANSION PLAN

SR NO	OUTLET	MALL	CITY	SQ FT	CLASS	OPENING
EXISTING						
1	MALAK	DOLMEN CLIFTON	KARACHI	4800	A	2023
2	MALAK	E-COMMERCE	NATIONWIDE	N/A	A	2023
3	MALAK	DOLMEN MALL TARIQ ROAD	KARACHI	1000	B	2024
4	MALAK	DOLMEN MALL	LAHORE	2200	A	2024
5	MALAK	PACKAGES	LAHORE	1500	A	2024
PHASE 2						
6	MALAK	GIGA MALL	ISLAMABAD	2500	A	2027
7	MALAK	TBC	FAISALABAD	1500	A	2028
PHASE 3						
8	MALAK	TBC	SIALKOT	1500	B	2029
9	MALAK	CENTAURUS	ISLAMABAD	2500	A	2029

TOTAL MALAK	**9 OUTLETS**
TOTAL RETAIL REAL ESTATE	**17,500 SQ FT**

MALAK
the divine beauty

E-COMMERCE

The beauty industry has always been at the forefront of discovering new and vast frontiers in e-commerce, driven by ever-evolving consumer needs, innovation, and technology—and Malak has been no exception. From clean beauty to hyper-personalized skincare and cosmetics solutions, beauty makers are continuously seeking new ways to elevate customer experiences and redefine how consumers discover and purchase beauty products.

With our growing e-commerce presence in both Pakistan and Egypt, we are opening up exciting opportunities to connect with increasingly digital-savvy consumers and respond to emerging preferences, trends, and purchasing behaviours. As the next step in our digital journey, we are also developing a mobile app that will make discovering, exploring, and purchasing beauty products even more seamless and personalized for our customers.

In Q2 2025, our group proudly unveiled the Yves Saint Laurent Beauté boutique at Dolmen Mall, Lahore, marking a major milestone in our expansion into the luxury beauty segment. This opening brings YSL's avant-garde spirit and Parisian sophistication to one of Pakistan's most prominent retail destinations.

The YSL boutique reflects our commitment to redefining prestige beauty retail in Pakistan with plans to unfold our next boutique in Dolmen Mall Clifton, Karachi by Q1 2027

Dolmen Mall, Lahore

Dolmen Mall, Clifton, Karachi

YVES SAINT LAURENT

Coming Soon!

DOLCE & GABBANA

Also launched in Q2 2025, the Dolce & Gabbana Beauty boutique at Dolmen Mall, Lahore introduces a new standard of Italian glamour to the local market. Known for its bold aesthetic, the brand’s cosmetics line combines Italian heritage with cutting-edge beauty innovation.

This launch underscores our group's strategic focus on bringing globally celebrated beauty houses to Pakistan’s most prestigious retail platforms.

ARMANI

A highly anticipated addition, the launch of the Armani Beauty Boutique in Dolmen Mall Lahore has further elevated our prestige portfolio. Cementing our position as a leading partner for luxury beauty brands in the region.

With its sleek, minimalist design and emphasis on timeless elegance, Armani Beauty blends high fashion with high-performance cosmetics. Setting a new benchmark for refined beauty retail in Pakistan

Centaurus Mall, Islamabad

ALDO

As part of our ongoing expansion, we are proud to have entered the footwear and accessories industry through the acquisition of the ALDO franchise in Pakistan. Globally recognized for its stylish, high-quality footwear, handbags, and accessories, ALDO combines contemporary fashion with exceptional craftsmanship. In Pakistan, ALDO offers a curated range of trendy and versatile products that appeal to a wide array of fashion-forward customers. We currently operate four stores across the country: Dolmen Mall Clifton in Karachi, Packages Mall in Lahore, Centaurus Mall in Islamabad, and our latest addition—Dolmen Mall Lahore—opened in early 2025. In addition to our Ecommerce presence launched in March of 2025.

With the inclusion of ALDO, we are committed to provide a premium shopping experience, blending classic and modern designs to meet the expectations of Pakistan’s customers.

ALDO

Dolmen Mall, Lahore

Packages Mall, Lahore

Dolmen Mall, Clifton, Karachi

eleganzluxury.ae

la Vie en Rose

La Vie en Rose is a renowned Canadian women's lifestyle brand known for its feminine, stylish, and comfortable lingerie, sleepwear, loungewear, and intimates. As the official franchise holders for La Vie en Rose in Pakistan, we are excited to bring the brand to the Pakistani market and introduce its unique blend of fashion, comfort, and confidence to local customers.

We are proud to announce the anticipated launch of our first store in Q4 2026 at Dolmen Mall Lahore, marking an exciting new chapter for our group retail portfolio and offering customers a fresh and elevated shopping experience.

EGYPT

EGYPT BUSINESSES

EGYPT LUXURY

- BEAUTY
  - DISTRIBUTION
    - UNITRADE
  - RETAIL
    - MALAK — the divine beauty
      - FORTUNE — It's our duty to praise your Beauty
- TRAVEL LUGGAGE
  - DELSEY
- FASHION & ACS.
  - Camicissima MILANO — ITALIAN SHIRTS SINCE 1931

AMAZINGFOOD&BEVERAGES

- F&B
  - illy

UNITRADE

Unitrade, a subsidiary of Egypt Luxury Group based in Cairo, has been actively involved in the import, marketing, and distribution of international fragrance, makeup, skincare, and toiletry products since 1974. With a long-standing presence and experience in the industry,Unitrade has demonstrated its commitment and success in this field over the years.

In early 2021, Egypt Luxury Group expanded its reach and capabilities by acquiring Univest Group. This strategic move was aimed at further developing the distribution and retail business in Egypt. The acquisition brings on board a talented Board of Directors with extensive experience in the beauty industry in the Middle East, as well as a strong financial position for the group.

With its robust foundation and the backing of Egypt Luxury Group, Unitrade is poised to make a significant mark in the thriving beauty industry of Egypt. It aims to become a prominent emblem representing excellence and success in the market, further contributing to the growth and development of the industry in the region.

BRAND PORFOLIO UNITRADE

TOTAL 37 BRANDS

EURO ITALIA

BRUNELLO CUCINELLI
ATKINSONS LONDON 1799
VERSACE
MOSCHINO
MISSONI
MICHAEL KORS
NAJ-OLEARI
DSQUARED2

GIVE BACK BEAUTY

TOMMY HILFIGER
PHILIPP PLEIN
TRUSSARDI

ARCADIE DE NICHE

PARADIS DES SENS
Scentologia

MÄURER & WIRTZ

Baldessarini BALDESSARINI
№4711 ECHT KÖLNISCH WASSER

LVMH

KENZO

3 & 2 AXES · Niche · Prestige · Masstige

BRAND PORFOLIO UNITRADE

MONO

CLARINS
MAISON NOIR
BIRKHOLZ PERFUME MANUFACTURE
ROSENDO MATEU OLFACTIVE EXPRESSIONS BARCELONA
FRAGRANCE DU BOIS
GOLDFIELD & BANKS AUSTRALIA
NICOLAI
M.Micallef
L'Arc
BORNTOSTANDOUT®
HERMÈS PARIS
PUPA MILANO
SARANTIS
REVLON

CERERIA TERENZI

Tiziana Terenzi
CANTO BY TERENZI
DOTTO

PLETHORA

SOSPIRO
Christian Provenzano

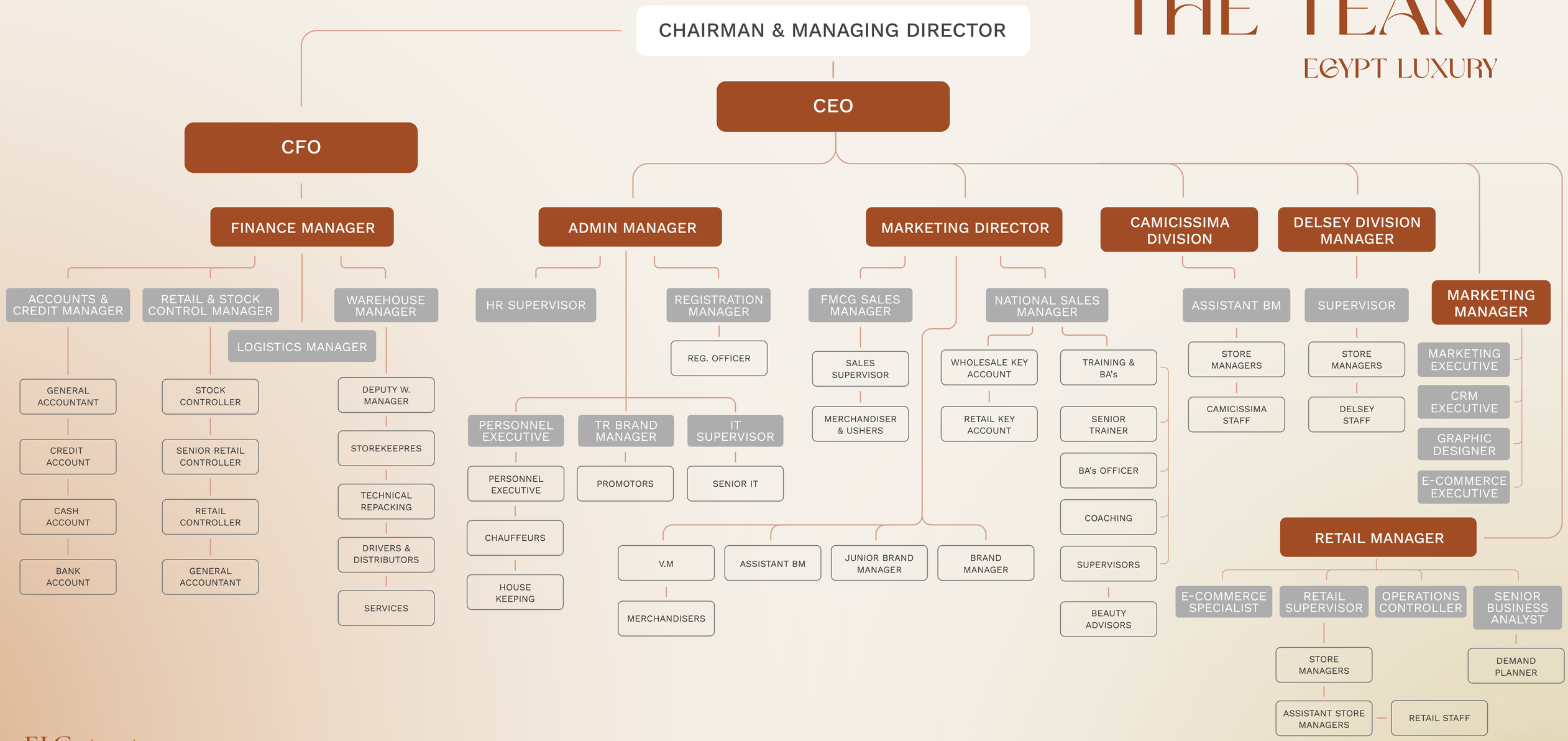
LALIQUE

LALIQUE PARFUMS
Brioni

3 & 2 AXES · Niche · Prestige · Masstige

THE TEAM

EGYPT LUXURY



MALAK
the divine beauty

Mall of Arabia

Malak proudly introduces a modern, innovative, and luxurious beauty retail concept that redefines the beauty experience. With a strong focus on elegance and cutting-edge innovation, Malak promises an unmatched shopping journey for every customer.

Positioned as a forward-thinking beauty destination, Malak provides a one-stop shopping experience for premium beauty products ranging from ultra niche to fine fragrances, high-end to prestige make-up products and large variety of skin care products. With its presence in prime malls and shopping centers, Malak is at the heart of Egypt's luxury retail landscape.

With its presence at Mall of Arabia, Cairo Festival City and its Ecommerce platform , Malak is redefining the language of luxury beauty retail in Egypt. Building on this success, the brand is set to expand into prime locations across leading malls and shopping destinations across 12 major malls.

MALAK
the divine beauty

Mall of Arabia

Cairo Festival City

Cairo Festival City

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FORTUNE

It's our duty to praise your Beauty

Fortune is one of the leading luxury retail stores across the Governorates of Egypt since 1997. It is a one-stop shop destination for luxurious beauty needs with a rich catalogue of products that meet the bourgeoning demands of customers. A network of 5 beauty retail stores stationed across Egypt at City Stars Mall, Nile Towers, Maxim Mall, San Stefano and Smouha.

MALAK
the divine beauty

BEAUTY RETAIL EXPANSION PLAN

SR NO	OUTLET	MALL	CITY	SQ FT	CLASS	OPENING	CONVERT TO MALAK
EXISTING							
1	MALAK	MALL OF ARABIA	CAIRO	4800	A	2023	-
2	MALAK	CAIRO FESTIVAL CITY	NEW CAIRO	2500	A	2024	-
3	MALAK	E-COMMERCE	NATIONWIDE	-	A	Q4 2024	-
EXISTING							
4	FORTUNE	CITY STARS	CAIRO	2400	A	EXISTING	2027
5	MALAK	AVENUE 95 MARASEM	NEW CAIRO	2500	A	TBC	-
6	FORTUNE	SAN STEPHANO	ALEXANDRIA	1700	A	EXISTING	2028
7	FORTUNE	NILE CITY	CAIRO	750	B	EXISTING	2028
EXISTING							
8	FORTUNE	MAXIM MALL	NEW CAIRO	750	B	EXISTING	2029
9	FORTUNE	SMOUHA	ALEXANDRIA	900	B	EXISTING	2029
EXISTING							
10	MALAK	TBC	MANSOURA	1000	B	TBC	-

TOTAL RETAIL STORES	**12 OUTLETS**
TOTAL RETAIL REAL ESTATE	**17,300 SQ FT**

Camicissima
MILANO
SINCE 1931

Cairo Festival City, Cairo

Mall of Egypt, Cairo

Camicissima is a renowned Italian brand known for its premium men's shirts, crafted with exceptional attention to detail and a commitment to timeless elegance. Offering a refined blend of classic designs and modern trends, Camicissima caters to the tastes of sophisticated, fashion-forward men. We are proud to hold the exclusive franchise rights for Camicissima in the UAE, Egypt—marking a significant milestone in our expansion within the fashion apparel industry. In Egypt, we currently operate two stores: one at Cairo Festival City and the other at Mall of Egypt, with plans to further grow our presence in key retail destinations across the country.

DELSEY

EGYPT LUXURY GROUP OF COMPANIES

Delsey, creators of suitcases and emblematic luggage, has a rich heritage and it was founded in the year 1946 whereas their luggage industry took off into the world of travel in the year 1970. As this retail revolutionize their luggage world with successive launch of travel items, the first Delsey Travel Accessories Retail Store hit the land of Egypt in the year 2003. The journey starts grandiosely and have increased its Point of Sales to 7 boutiques across the country that can be found at City Stars Mall, City Centre Al Maza, Mall of Arabia, Mall of Egypt, Nile City Towers, Mivida, and Alexandria City Centre. In anticipation of customer's needs, Delsey Retail houses a brimming suite of products that makes the lives of globe-trotters simpler and better.

AMAZING FOOD & BEVERAGES

Illy Café, the iconic Italian coffee brand, is celebrated for its dedication to providing an exceptional coffee experience. With premium quality beans and precise roasting techniques, Illy has mastered the art of crafting the perfect cup of coffee. Currently, we are serving customers at Cairo Festival City, Zayed Golden Walk, Dokki, and Al Mazaa; expecting to have a total of 9 branches by end of 2026. To expand our global presence, we are targeting the opening of 21 additional stores across Egypt over the next five years

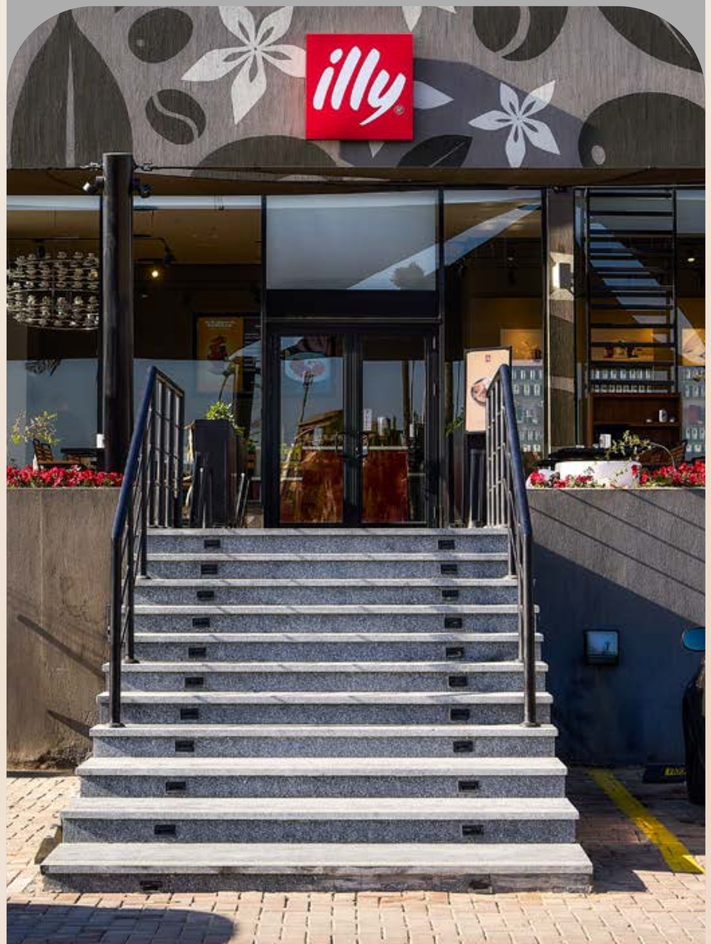
Cairo Festival City

AMAZING FOOD & BEVERAGES

Dokki

Golden Walk Zayed

Golden Walk Zayed



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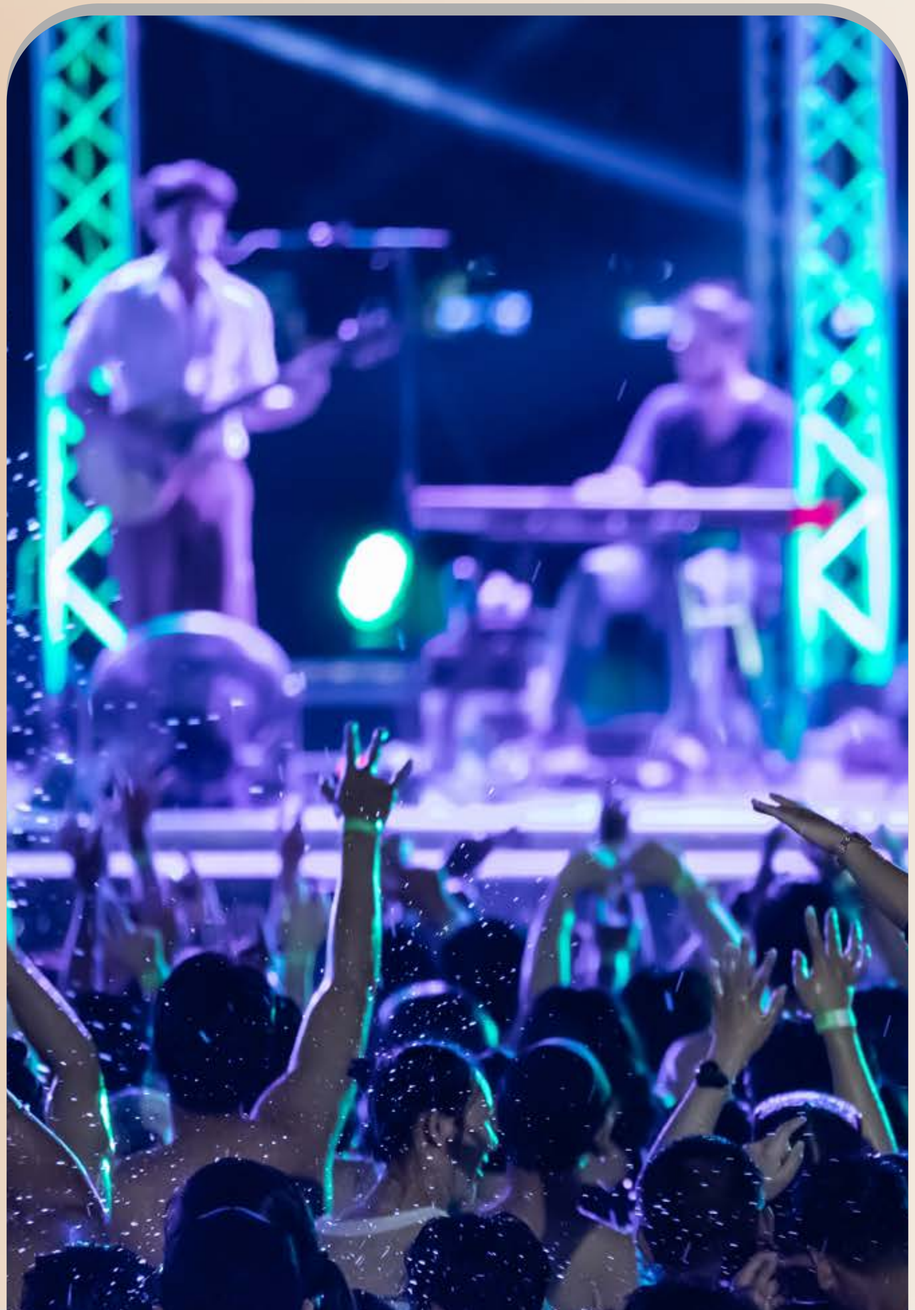
SOUTH AFRICA



EASTERN ACOUSTICS

The company offers wide range of musical instruments of high-end brands and is famous in event management for Artists around the globe. A partnership venture with South African nationals.

THANK YOU!