



Elevating Beauty



We are

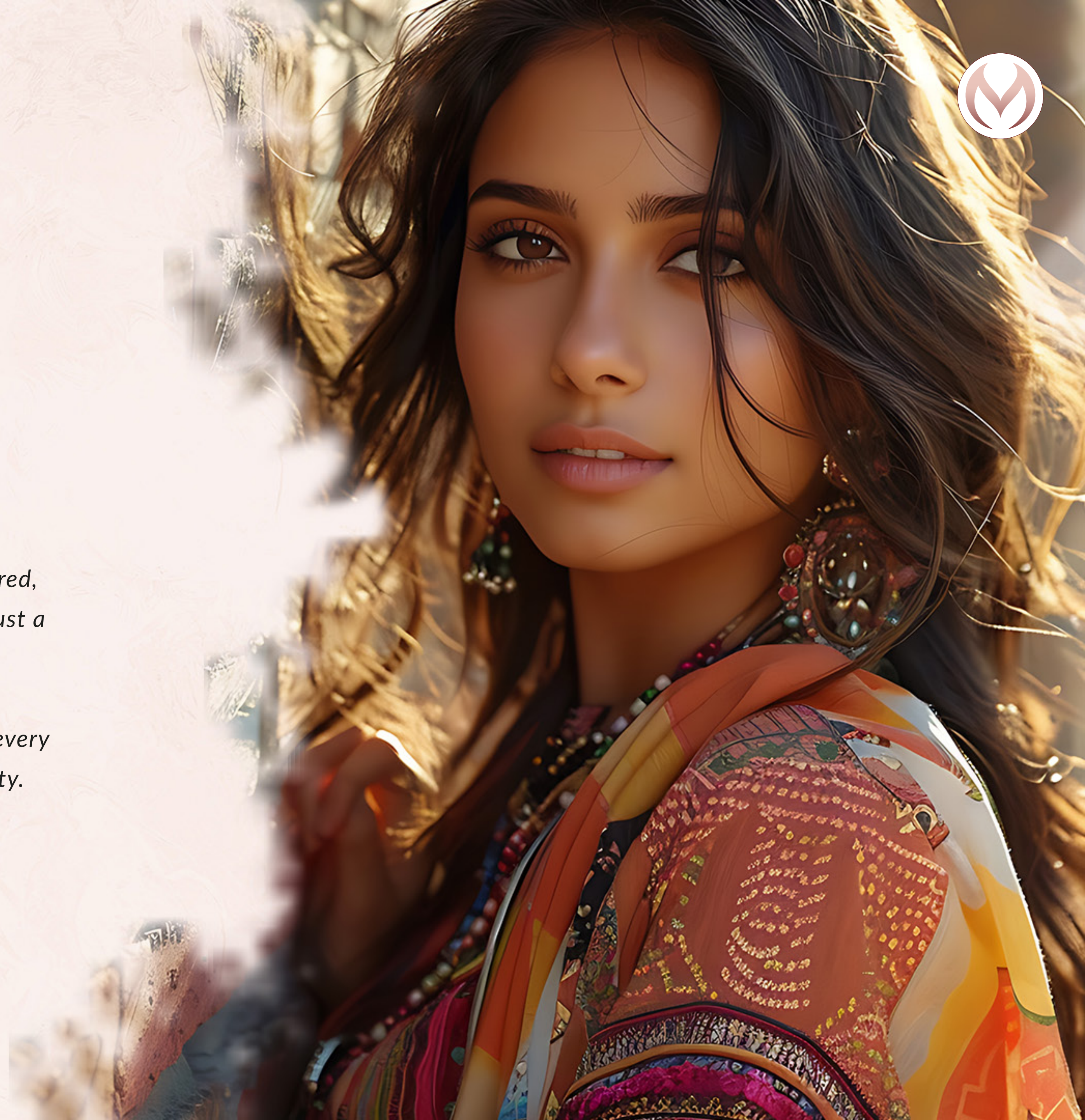
A Modern Shopping Experience

Founded in 2023, 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.



OUR *Inspiration*

Malak was created as a sanctuary where women can feel empowered, appreciated, and connected to their divine selves. It's more than just a beauty store—Malak is a space for women to express themselves, engage in enriching activities, and share their unique journeys. By providing this space, Malak honors the individuality and grace of every woman, encouraging them to celebrate their inner and outer beauty.





Vision

Commitment to luxury, innovation, and exceptional customer experiences

Mission

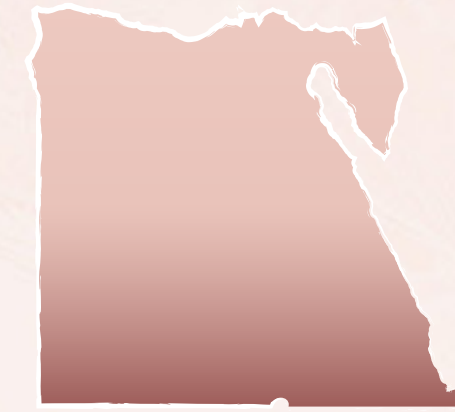
To be the premier destination for luxury beauty, where every customer experiences divine elegance and innovation in a welcoming, state-of-the-art environment. We aspire to set a new standard in beauty retail by blending cutting-edge technology with impeccable service, creating a sanctuary of sophistication and excellence for our clientele.





Market *Presence*

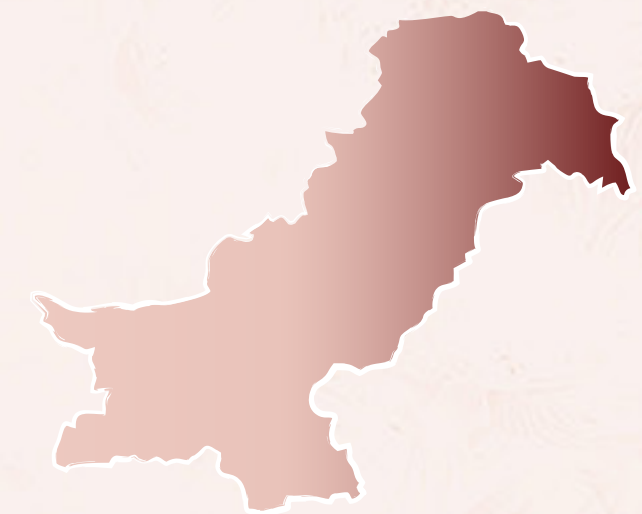
Positioned as a forward-thinking beauty destination, Malak provides a one-stop shopping experience for premium beauty products ranging from ultra niche to fine fragrances, high-end to prestige make-up products and large variety of skin care products. With its presence in prime malls and shopping centers,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



Egypt
2

Stores

Mall of Arabia, Cairo
Cairo Festival City, Cairo



Pakistan
4

Stores

Dolmen Mall, Clifton, Karachi
Dolmen Mall, Tariq Rd., Karachi
Dolmen Mall, Lahore
Packages Mall, Lahore



OUR *Tourney So Far*

Since its inception, Malak has grown to become one of the leading name in luxury beauty retail



Total Brands

160

850

Total Footprint
per day (avg.)

170

Total Transaction
per day (avg.)



Store Concept

Divine Beauty in Every Detail

The concept of “**Divine Beauty**” is at the core of our store ambiance and customer experience. Elegantly furnished with white and gold hues, our stores are designed to provide a serene yet luxurious shopping experience.

A Space For All





Customer *Experience*

*We understand that shopping is about more than just products
- it's about the entire experience.*

Beauty Station



Perfume Bar



Selfie Point





Customer *Experience*

Immerse yourself in a personalized beauty experience where expert guidance and a curated selection of sustainable, high-quality products meet your unique beauty needs

Make-up Artist



Fragrance Specialist



Skin Care Expert





Customer Experience

Discover distinct beauty zones tailored for skincare, makeup, fragrances and wellness, each designed to offer an immersive, hands-on experience with expert assistance

Skin Care



Niche Fragrance



Fine Fragrance



3 Axes





Customer Experience

Experience cutting-edge beauty with our high-tech virtual try-ons, skin analysis tools, Perfume Finder, and personalized product recommendations, seamlessly blending innovation customer's unique needs



Perfume Finder



Virtual Try-ons



Collaboration Opportunities

for Unmatched Visibility



Malak provides unique opportunities for brands to showcase their products in an environment that attracts discerning customers.

Brand Partnerships

A platform for leading beauty brands to thrive.

Product Placement

Premium shelf space ensures visibility and customer engagement.

Marketing & Promotion

Joint campaigns and in-store promotions to boost brand recognition.



Intstore Branding

Touch Points

Malak provides premium spaces for brand visibility for tailored customer engagement.



Window



Gondola Ends



Digital Screens



Instore Influencer Collab

Unlock opportunities to collaborate with top beauty influencers, leveraging their reach to create buzz, showcase products, and drive in-store engagement through exclusive events and promotions.





Instore Events

Take advantage to host exclusive in-store events, from beauty masterclasses to product launches, creating memorable experiences for Beauty Brands.



Product launch



Instore Events

Take advantage to host exclusive in-store events, from beauty masterclasses to product launches, creating memorable experiences for Beauty Brands.

Product Training





Instore Events

Take advantage to host exclusive in-store events, from beauty masterclasses to product launches, creating memorable experiences for Beauty Brands.



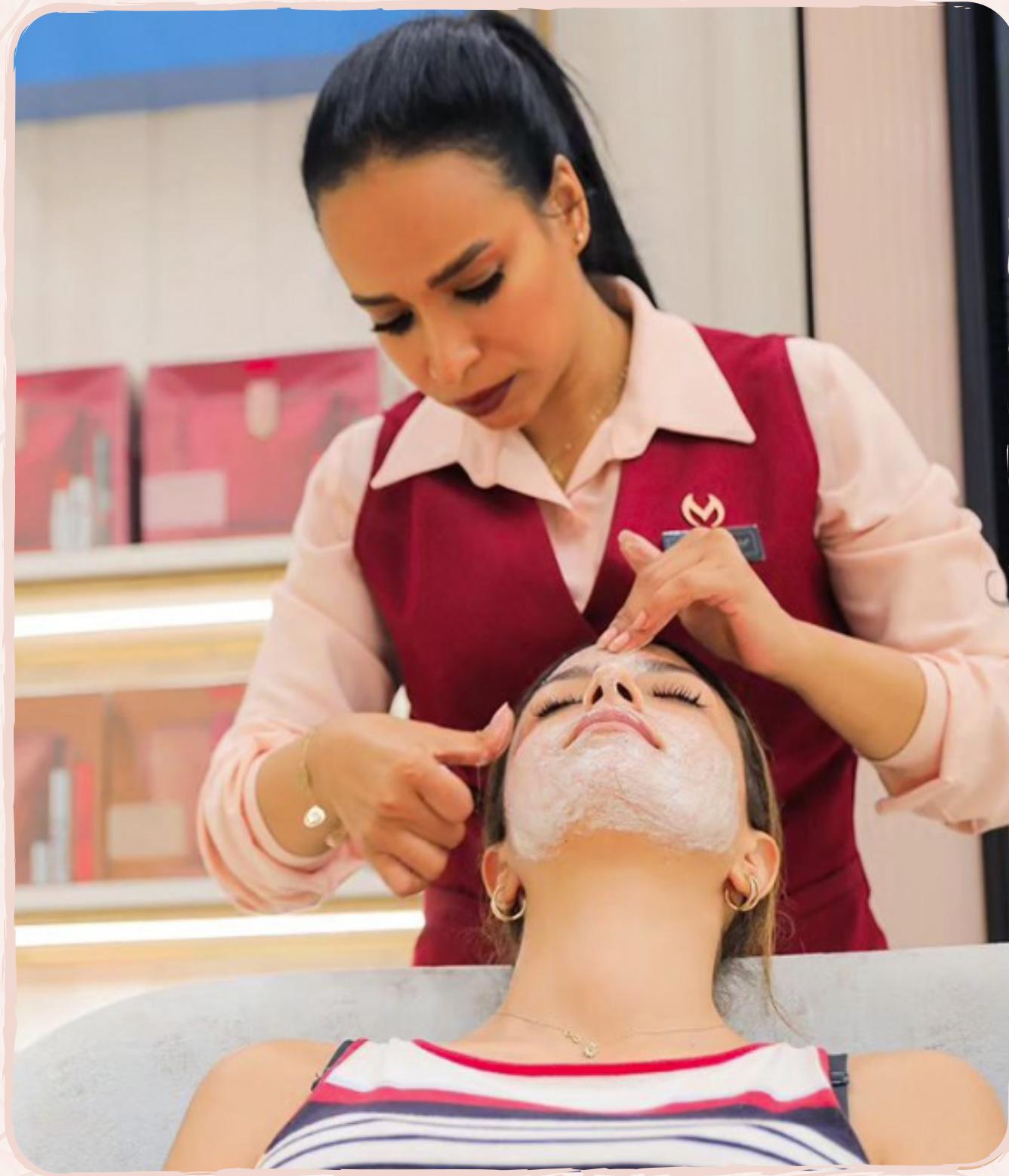
Masterclass





Intsore Promotions

Exclusive in-store promotions like complimentary mini facials, personalized engraving services, and special gifts with purchase, elevating the beauty shopping experience.



Mini Facial



Engraving Services



Gifting

Direct to retail brands



PAKISTAN

EGYPT

NICHE

SKINCARE

NICHE

BIRKHÖLZ
PERFUME MANUFACTURE

PARADIS
DES SENS

TALIKA
PARIS

 Tiziana Terenzi

NICOLAI

Scentologia

M
MAISON NOIR


COLLISTAR

V
CANTO
BY TRENZI



In Mall Activities

Mall podium offers a premium platform to showcase beauty products through immersive displays and interactive demonstrations, capturing high foot traffic while enhancing brand visibility and customer engagement.





In Mall Activities

Combination of a striking mall podium, dynamic digital screens, eye-catching banners, and pillar wraps, creating a 360-degree brand experience that maximizes visibility across the mall.



Digital screens



Hanging Banners



Mall Podium



Pillar Wraps



Malak E-commerce

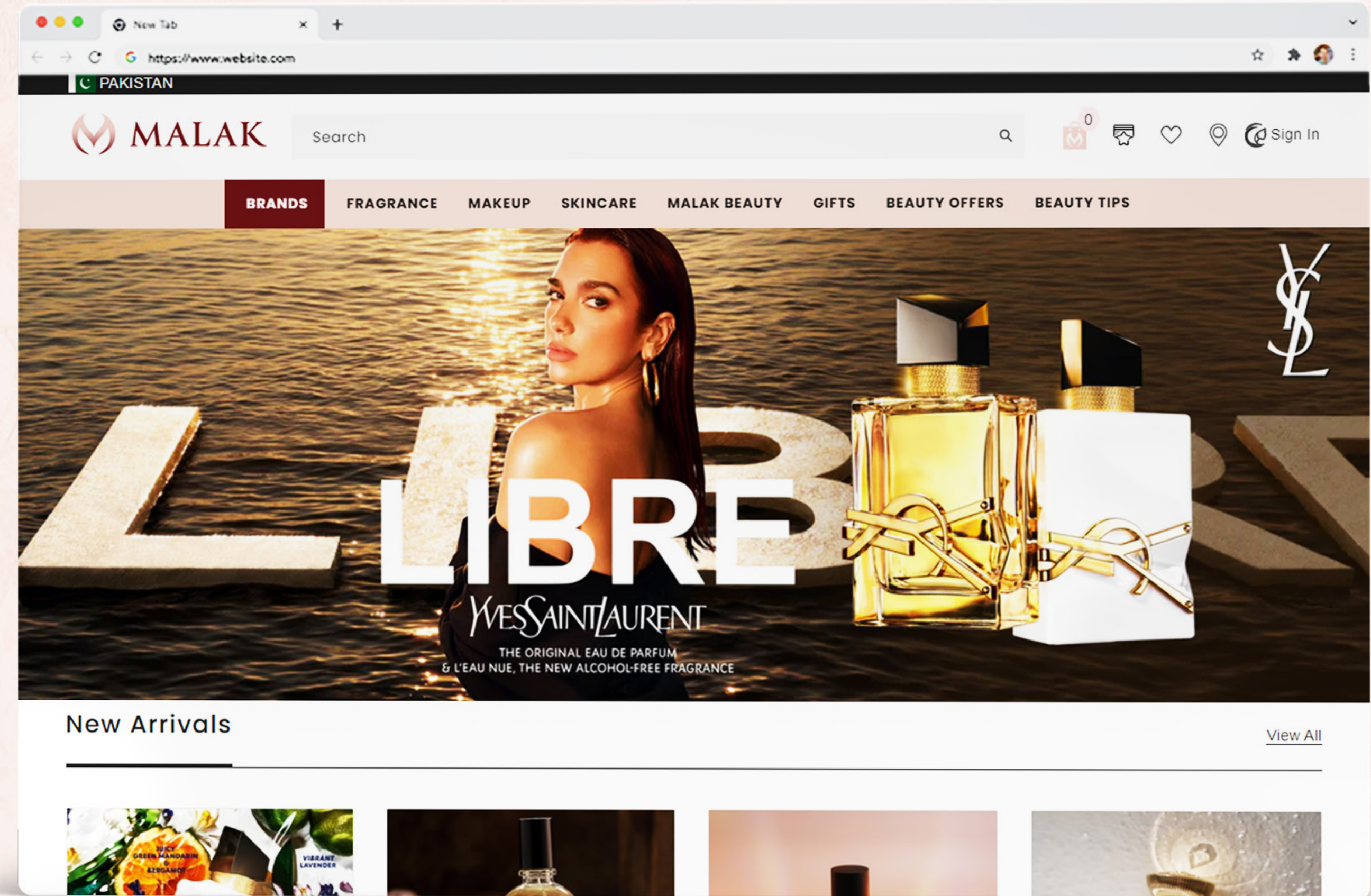
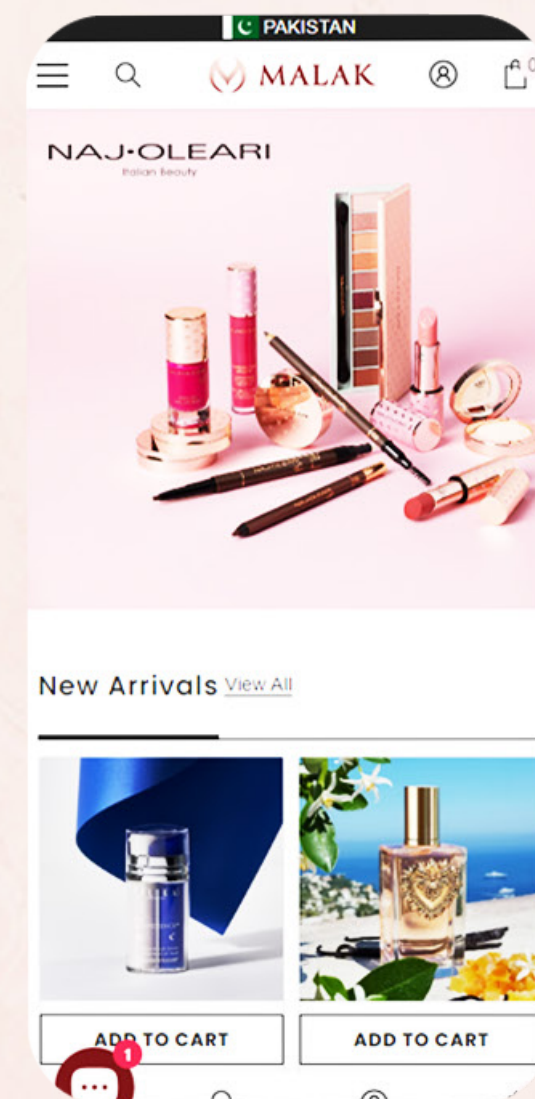




e-Commerce

Reach Beyond the Store

Malak's online platform expands your brand's reach by showcasing products to a vast, targeted audience of beauty shoppers. It boosts brand visibility, drives sales, and provides valuable customer insights and promotional opportunities

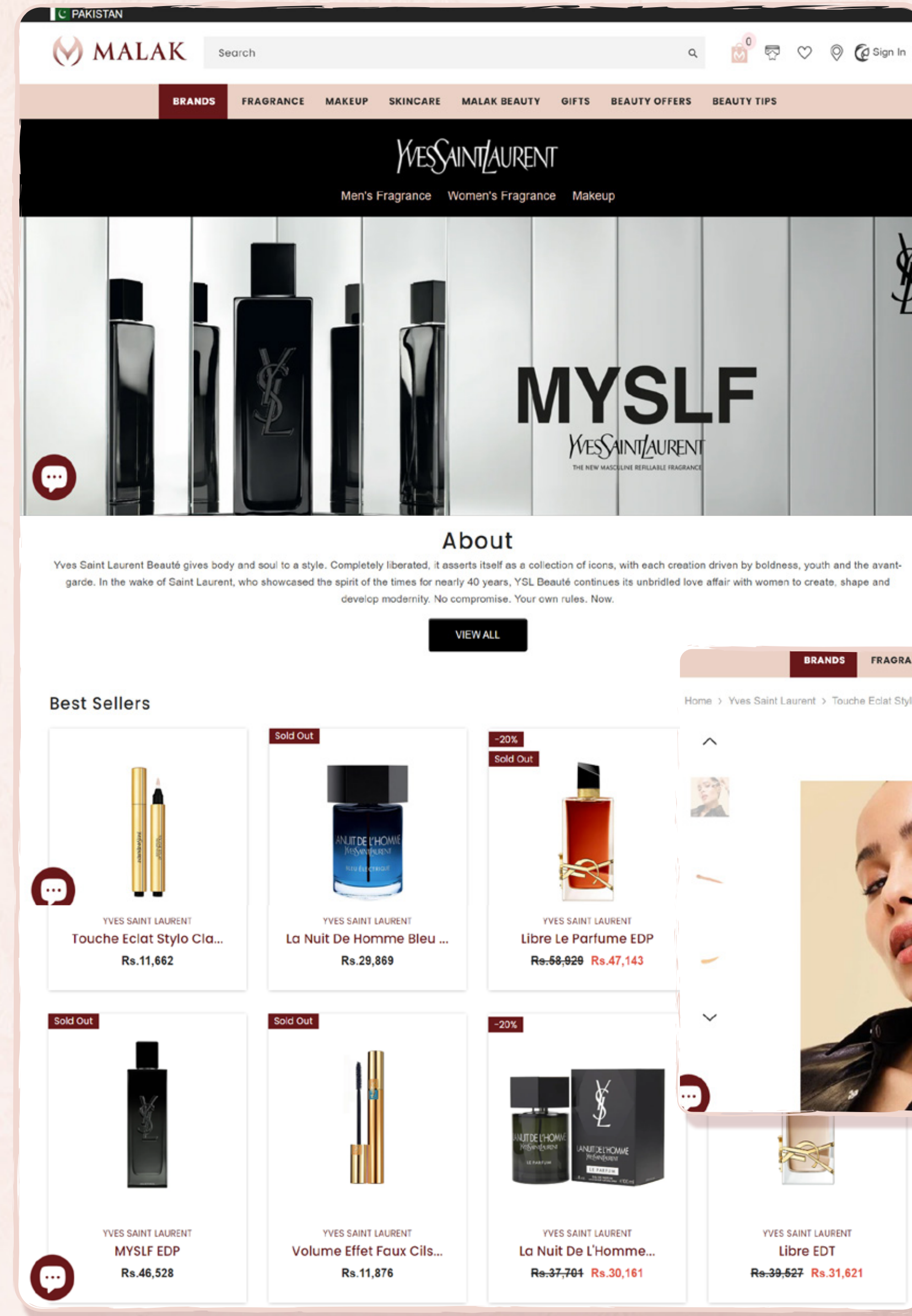




e-Commerce

Personalized Brand Page

Tailored content, featuring your unique story, curated product collections, and exclusive promotions. This dedicated space fosters deeper customer engagement, enhances brand loyalty, and positions the brand for success in a competitive beauty environment.

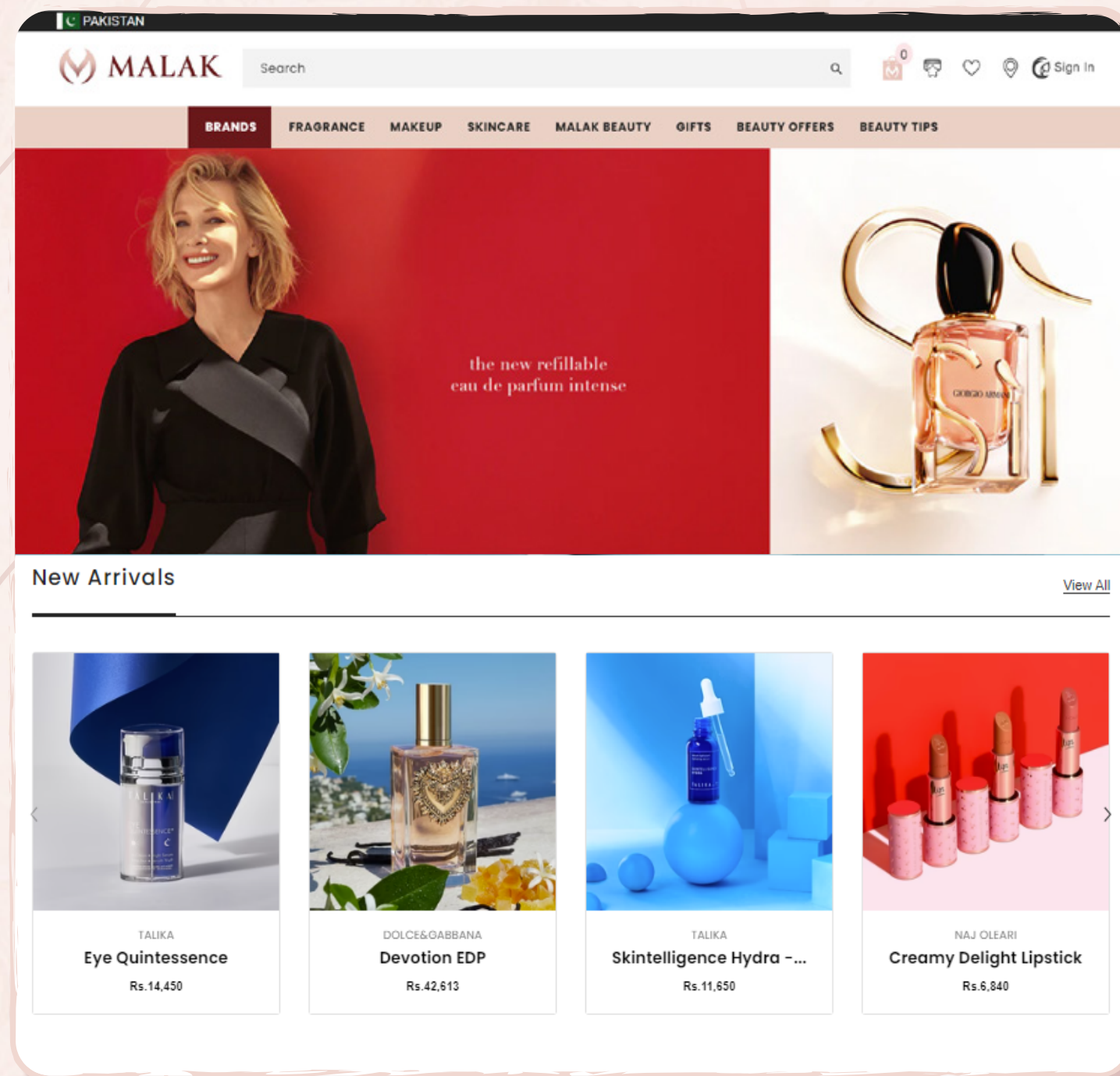




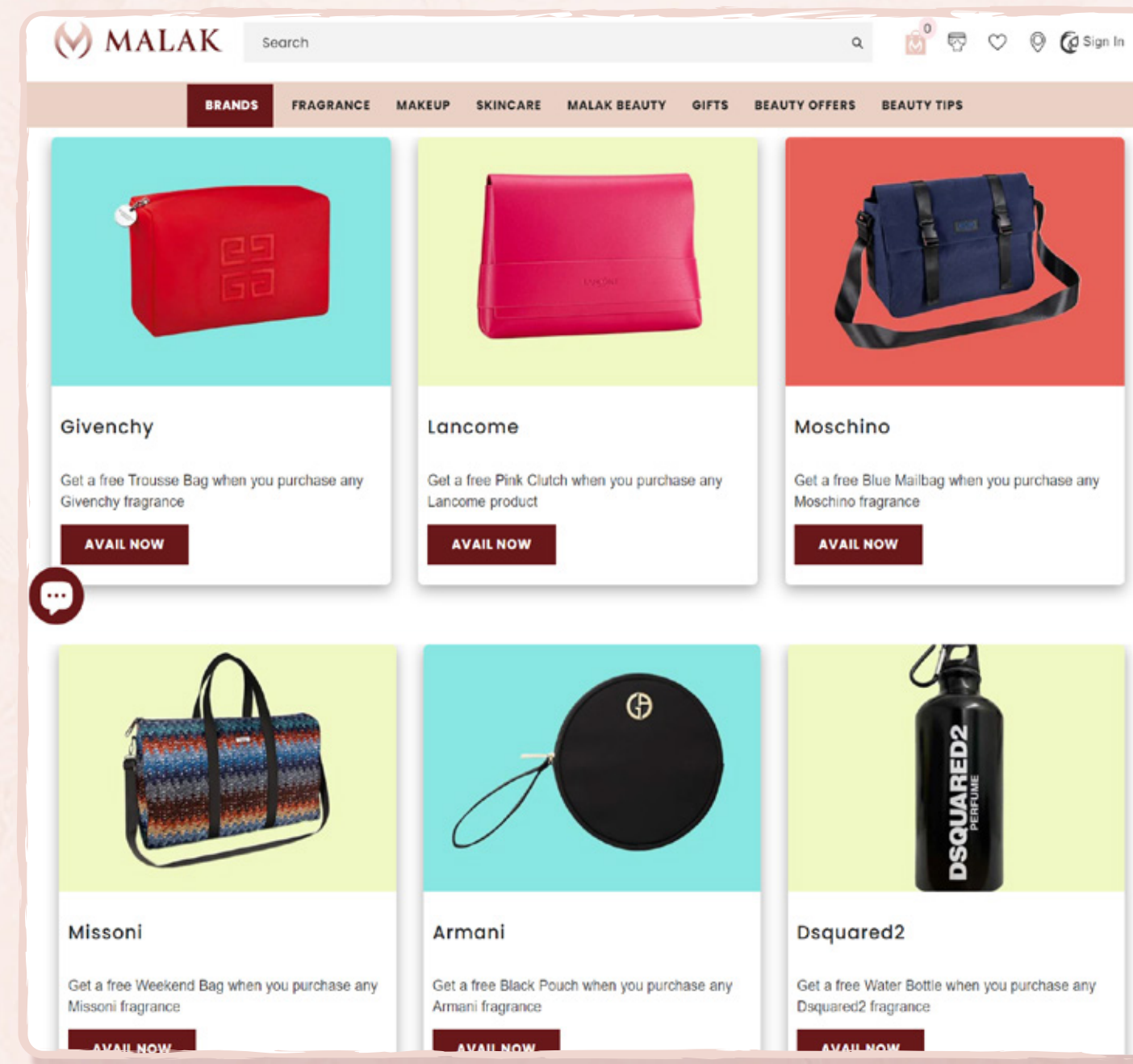
e-Commerce

Touch Points

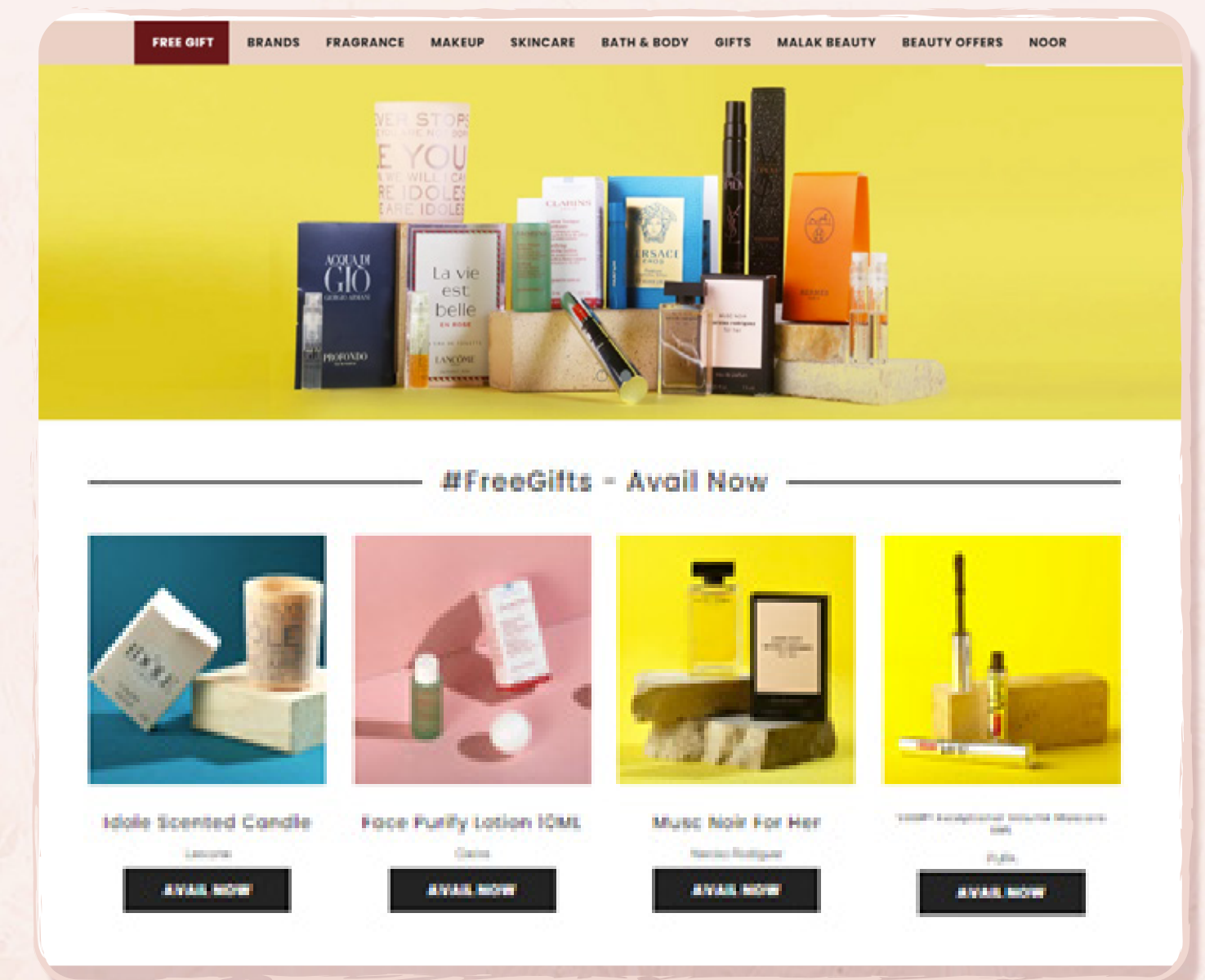
Home Page Banner



Beauty Offers



Sampling





Mobile App

Coming soon on iOS and Android.





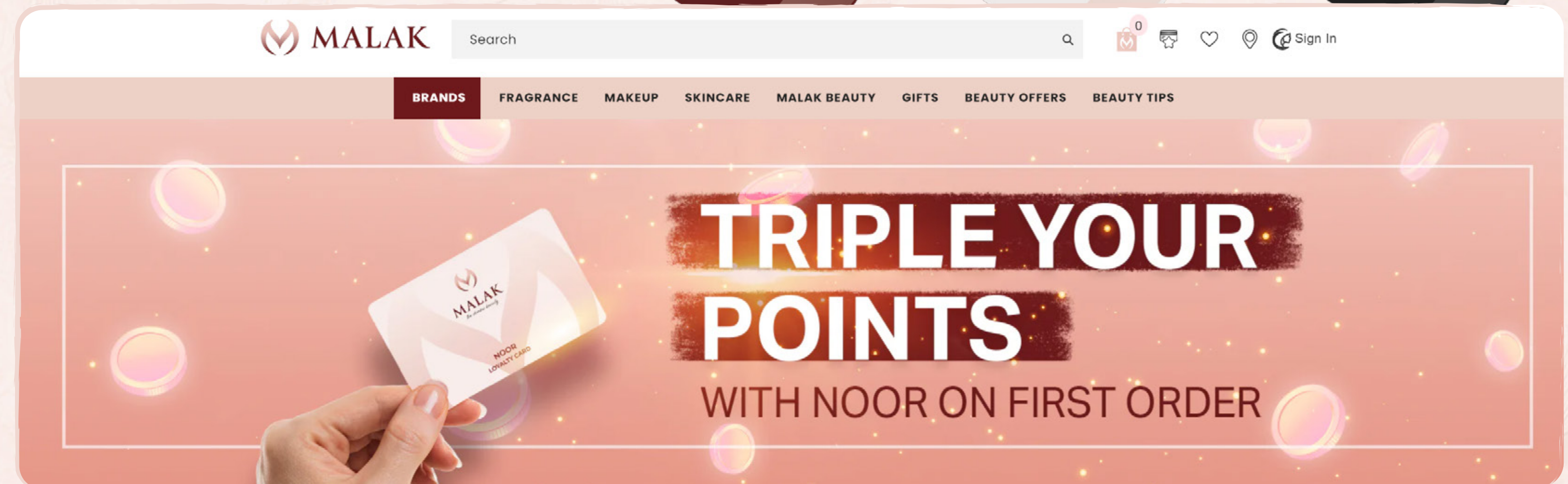
CRM



Noor

Loyalty Program

Noor, Malak's loyalty program rewards our most devoted customers, providing them with exclusive offers and experiences. Brands can collaborate with us to offer loyalty perks that build deeper customer connections.





Emails & Sms

Malak stays connected with customers through targeted email and SMS campaigns. We provide timely updates on new products, exclusive offers, and events, ensuring convenience and personalization.



MALAK
The Divine Beauty



عيد مبارك



Gift Voucher
PKR 6000
upon purchase of PKR 40,000

GIFT VOUCHER DEDICATED FOR YOU BY MALAK.

You deserve to splurge a little.

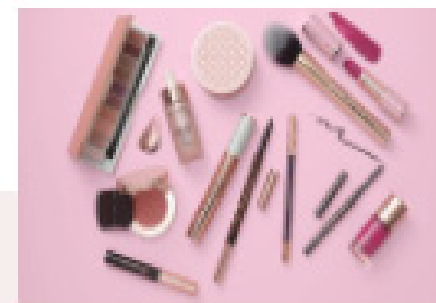
Upon purchase of PKR 40K get PKR 6K. A purchase that brings a smile.

[SHOP NOW →](#)



UP TO **20% OFF***
ON COSMETICS & PERFUMES
FOR LIMITED PERIOD 24 JUNE - 2 JULY. *T & C APPLY

NAJ-OLEARI
Italian Beauty



NEW BRAND ALERT!!!

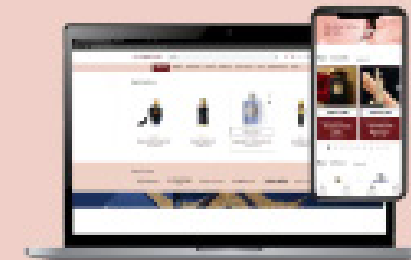
Shop & Explore the newest addition of Naj Oleari Italian makeup. Exclusively at Malak Pakistan (available in-store and online) gifts up for grabs too!

[SHOP NOW →](#)

WE ARE LIVE!

Malak is now online, shop your favorite product from the comfort of your home. You order, we deliver at your doorstep.

[SHOP NOW →](#)





MALAK
The Divine Beauty

[in](#) [f](#) [@](#) [d](#)

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Aug 14, 2:02PM SIM1 ⓘ

Discover the magic of Lancome at our Skincare Day Tomorrow at MALAK, Cairo Festival City Mall! Enjoy exclusive discounts. Don't miss out!

Aug 15, 2:02PM SIM1 ⓘ

Exciting news! The luxurious skincare brand Neuth France is now available at MALAK Stores. Experience Parisian elegance.

Wed 7:29PM SIM1 ⓘ

Join us tomorrow at Malak, Mall of Arabia for our Neuth France event! Enjoy up to 20% off and receive a free Neuth France bag with purchases over 2000 EGP.

Wed 8:32PM SIM1 ⓘ

Discover your new favorite products and get pampered at our Beauty Event Tomorrow at MALAK Cairo Festival City Mall. Enjoy Up to 20% OFF!

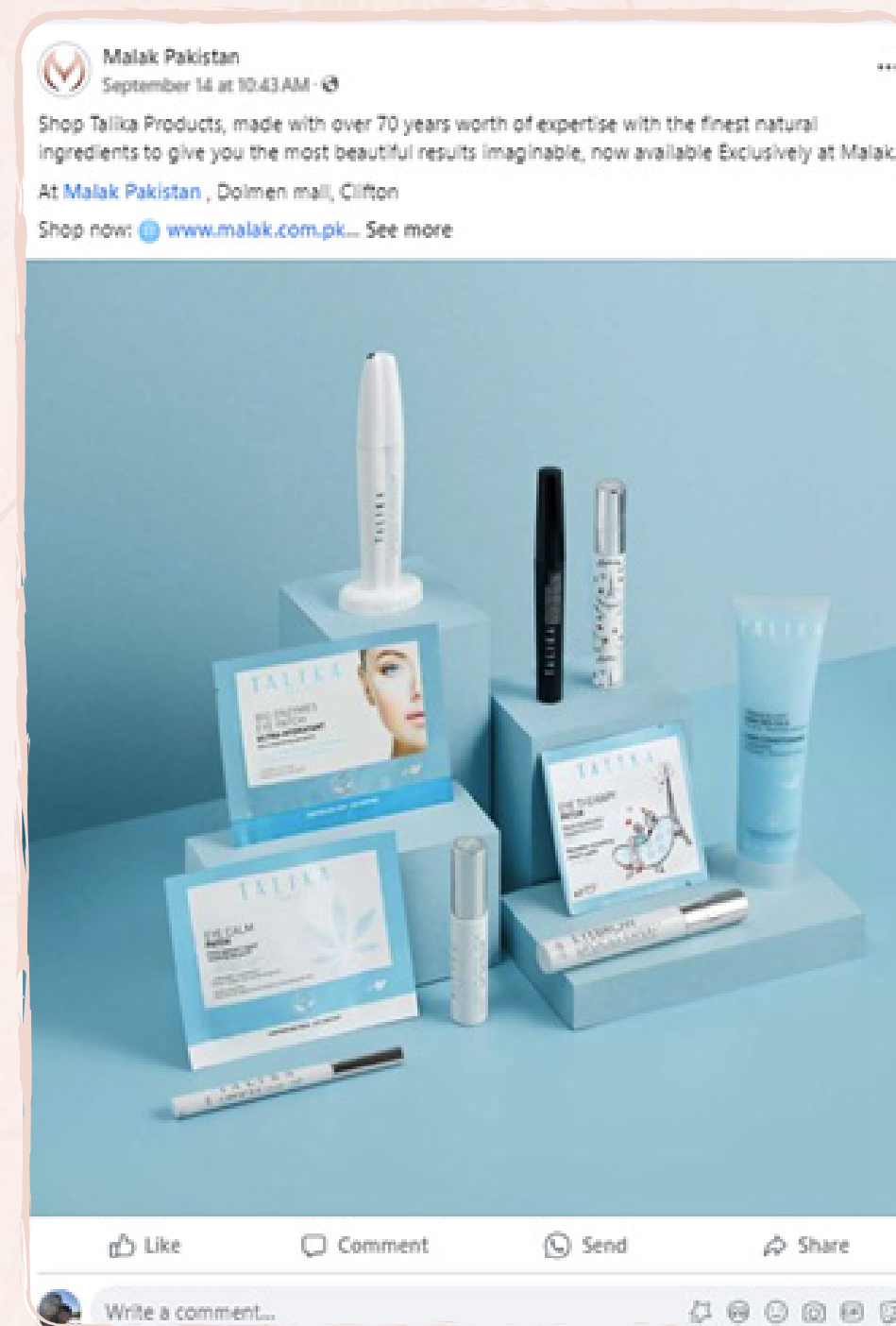
Fri 3:02PM SIM1 ⓘ

Indulge in a day of self-care tomorrow at Malak, Mall of Arabia



Social Media

Gain enhanced exposure through Malak's social media pages, connecting brands with a vibrant community of beauty enthusiasts and driving engagement across multiple platforms.



@malak.pakistan

@malakegypt





Marketing Calendar

Malak's corporate calendar gives a unique opportunity to the brands to participate in various Festivities throughout the Year, strategically aligning brands with key beauty trends and seasonal celebrations to maximize engagement and sales opportunities.

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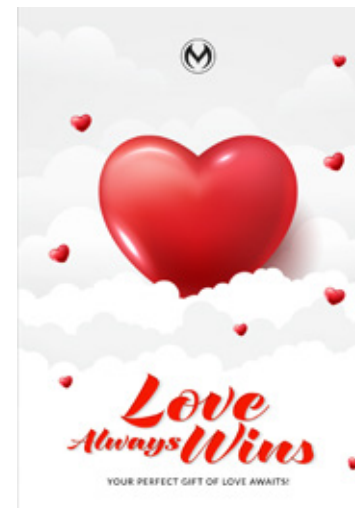
January



Fragrance Festival

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February



Valentines Day

eeeeee

March



Mother's Day

eeeeee

April



Eid al Fitr

eeeeee

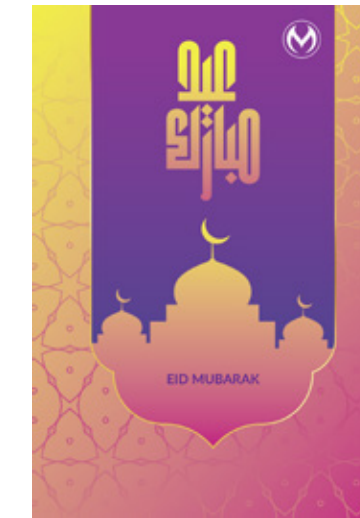
May



Beauty in Bloom

eeeeee

June



Eid al Adha

eeeeee

July



Sugar Rush

eeeeee

August



Scratch & Win

eeeeee

September



Noor Points

eeeeee

October



Fall - Fragrance

eeeeee

November



Black Friday

eeeeee

December



X-mas New Year



Marketing Engagements





Growth Plan





Expansion Plans

Pakistan

SR NO	OUTLET	MALL	CITY	SQ FT	CLASS	OPENING
EXISTING						
1	MALAK	DOLMEN MALL, 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 MALL	LAHORE	1500	A	2024
PHASE 2						
6	MALAK	CENTAURUS MALL	ISLAMABAD	2000	A	2026
7	MALAK	TBC	FAISALABAD / SIALKOT	1500	A	2027
PHASE 3						
8	MALAK	LUCKY ONE MALL	KARACHI	1500	A	2028
9	MALAK	DOLMEN MALL	ISLAMABAD	2000	B	2029

TOTAL MALAK	9 OUTLETS
TOTAL RETAIL REAL ESTATE	16,500 SQ FT



Expansion Plans

Egypt

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	
PHASE2							
4	FORTUNE	CITY STARS	CAIRO	2400	A	EXISTING	2027
5	MALAK	GOLDEN GATE	NEW CAIRO	2500	A	TBC	
6	FORTUNE	SAN STEPHANO	ALEXANDRIA	1700	A	EXISTING	2028
7	FORTUNE	NILE CITY	CAIRO	750	B	EXISTING	2028
PHASE 3							
8	FORTUNE	MAXIM MALL	NEW CAIRO	750	B	EXISTING	2029
9	FORTUNE	SMOUHA	ALEXANDRIA	900	B	EXISTING	2029
PHASE 4							
10	FORTUNE	LEBANON ST, MOHANDASEEN	CAIRO	2400	B	EXISTING	2030
11	FORTUNE	MALL OF TANTA	TANTA	1000	B	EXISTING	2030
12	MALAK	ASSUITE	ASSUITE CITY	1000	B	TBC	

TOTAL RETAIL STORES	12 OUTLETS
TOTAL RETAIL REAL ESTATE	20,700 SQ FT



Thank you