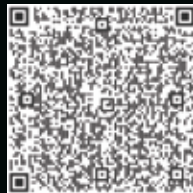


Prestige Holding is the largest Iranian corporation operating
in the field of cosmetics, perfumery and skincare products.



Scan me!

PRESTIGE HOLDING

“...It’s all about beauty ”



IRAN

IRAN, also called PERSIA, is a country with a land area of 1,648,195 km² and over 81 million inhabitants, making it the 18th populous and 17th largest country of the world. Iran is home to one of the world's oldest civilizations (4th millennium BCE). It was then unified by the Iranian Medes in the 7th century BCE, reaching its greatest territorial size in the 6th century BCE (Stretching from Eastern Europe to the Indus Valley). Therefore, Persian Empire is considered as one of the largest and oldest empire of all time.



TEHRAN

TEHRAN, the capital city of Iran, is a metropolis of 17 million people and the administrative, economic and cultural center of the country. In contemporary world, Iran owns the 4th largest petroleum reserves which will be the key for economic growth and market-related development in the region. Today, Iran is the 2nd largest cosmetics market in Middle East in terms of revenue (marginally behind Saudi Arabia) and the 7th largest in the world.

PRESTIGE HOLDING

Prestige Holding was established in 1994. The holding started its business simply by a single company named Prestige Qeshm which was considered as the first Iranian importer and distributor of cosmetics, perfumery and skincare products. This was the very first step of a long journey to become the most prominent name in Iran's beauty market. Besides the usual market activities, Prestige Qeshm closely observed and monitored consumer behavior which later on paved the way for expanding the business. The company managed to have a high impact on the market and the experience gained by Prestige Qeshm enabled Prestige Holding to enter into a new era of business. The effort and energy invested by the holding on the feedback analysis finally contributed to build a successful entity in Iran's beauty market.

Now, with more than 28 years of experience, Prestige Holding has become the largest manufacturer, importer and distributor of cosmetics, perfumery and skincare products in Iran. Prestige Holding is currently the official exclusive distributor of many renowned brands and its subsidiaries are providing Iranian people with the best quality products from the best companies around the world. Additionally, the holding has started to cooperate with internationally well-known brands in order to manufacture high quality products locally to maintain its position as the dominant beauty products provider of the country.

Mission: Prestige Holding is the pioneer of producing, importing and distributing beauty products in Iran. The holding commits itself to provide customers with the highest quality products in order to meet everyone's expectation and also to ensure that every single product on the shelves has passed the strictest quality controls. Prestige Holding is closely working with its international partners to select their best products, either to import or to produce locally, to stay as the largest and greatest beauty holding of Iran.

Vision: Improvement never stops! This is what distinguishes us from our competitors. From the very first year of establishment, the philosophy of continual improvement has been integrated in every decision made by the holding. Prestige Holding strives to exceed the expectations of the customers by introducing innovative and revolutionary products and services. The holding will maintain its upper hand in production, importation and distribution through wisely-made decisions and timely-taken actions. The final outcome will be keeping a decent balance between importation and production, a determining factor in success or failure of any commercial entity.



In modern world where borders are losing their traditional definitions, no one can deny the vital role of importation in development of a country. Iran is the second largest beauty market of Middle East in terms of revenue and domestic production could not meet the market demand in the country. Therefore, Prestige Holding decided to fill the gap between demand and supply in the national market by importing some high quality products from internationally recognized brands. These products would initially answer the demand of the market and more importantly, they would be the foundation of future development for domestic industries and production.

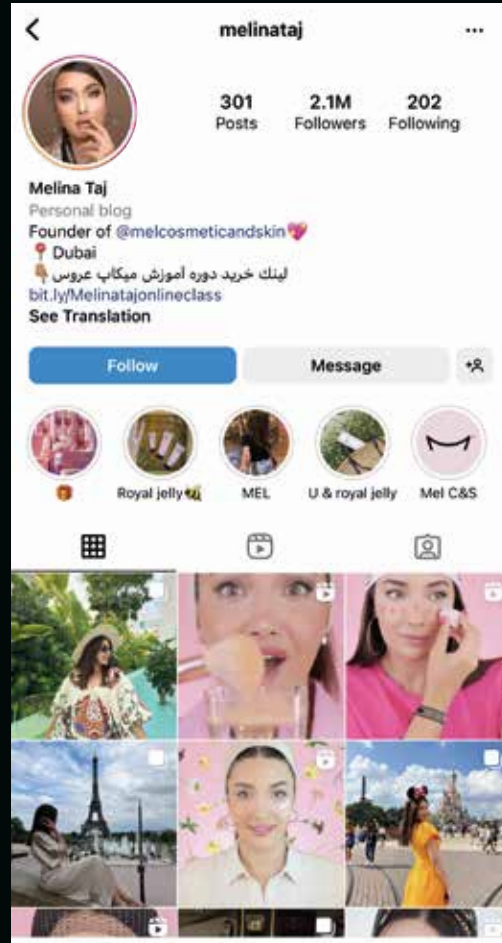
PR PRESTIGE Q E S H M

Prestige Qeshm Company was established in 1994 as the main subsidiary of Prestige Holding and is headquartered in Tehran. In the beginning, Tehran was selected as the primary point of distribution for products, but the company started to expand its business shortly after. Besides the capital city of Iran, the debut of internationally recognized products took place in every corner of the country, from north to south and east to west, including Shiraz, Isfahan, Tabriz and Rasht. High quality and luxurious products received a warm welcome from Iranians and the positive feedback convinced the company to develop its distribution channels. Now, after 28 years of brilliant experience, Prestige Qeshm Company holds more than 70% of market share in selective section and operates in more than 40 cities throughout the country. With more than 220 selective POS and total of 800 POS (chain stores, department stores, independent shops and drug-stores), the company is considered as the biggest and most luxurious name in Iran's beauty market.



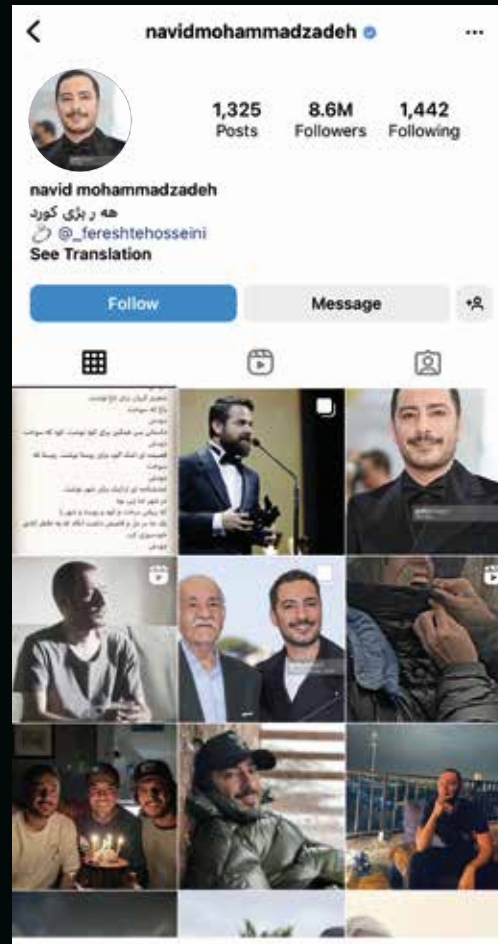
NPH&I DIGITAL UNIVERSE

Collaborating with Melina taj as another Mega/Macro Influencer, on a long-term partnership with Satir.



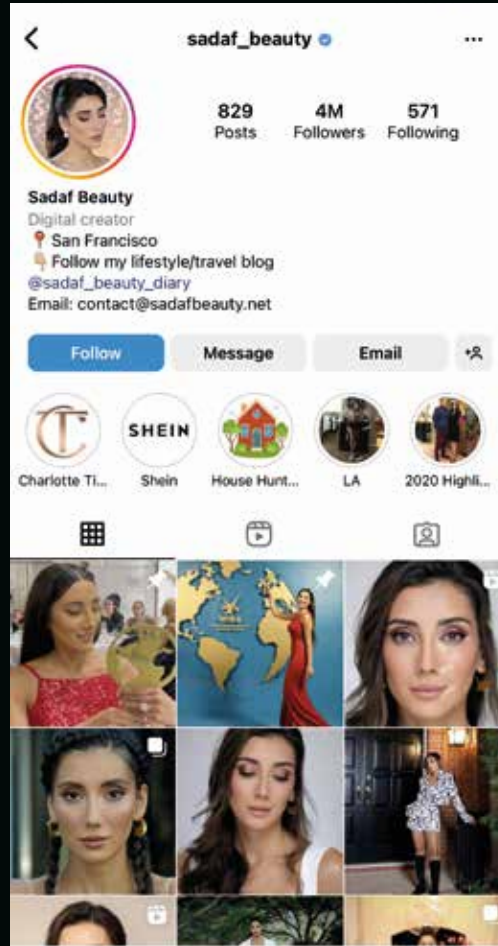
NPH&I DIGITAL UNIVERSE

Navid Mohammad Zadeh, as the most famous superstar in the movie industry and our collaboration with him to create
A new line of Celebrity Perfume and take advantage of both parties experiences on the Media and Stores.



NPH&I DIGITAL UNIVERSE

Sadaf Beauty as a Mega Influencer, amongst the highest engagement rates with over Y,MM followers.
Previously worked with Safir and her recent collaboration in "Stupid Love" by Lady Gaga



NPH&I DIGITAL UNIVERSE

INFLUENCERS



Sadaf Beauty
4M followers



Elnaz Golrokh
5.2M followers

MEGA



Melina Taj
2.1M followers



Ramina Torabi
705K followers

MACRO



Negar Pejman
126K followers



Ava Joharchi
45.5K followers



The Triplets
289K followers



Mina Mokhtari
372K followers

MICRO

Create overall awareness, make direct sales engagement and loyal customers. Adds followers

Drive customers to a brand or a product Through seasonal launches, event and openings.

Create Direct Sales



In early 2010, Prestige Holding opened its own beauty chain store named Safir Stores. Safir is the pioneer and forerunner of Iran's beauty market. It is the first and biggest chain store for beauty products in the country. Also, it is worth noting that the concept of "Self service shopping" was firstly introduced by Safir to Iranian people. The retail outlet chose "Vision of Luxury" as the slogan, which was then proven to be quite appropriate regarding the quality and standards of shopping provided to customers in the stores. Safir is not limited to the capital city and is present in many major cities all over the country. The word "Safir" in Persian means "Ambassador" and the chain store is the ambassador of beauty for customers. The logo is inspired by Eiffel Tower (acting both as letter "A" in "sAfir" and reminiscent of Eiffel Tower) which is a symbol of France as the Land of Beauty Products. Thanks to the professional beauty advisors in stores, customers will always get what they really need and every single element inside the stores conveys the feeling of luxury to ensure the best shopping experience possible.









NOUVEAU

#sateliran

umery.com
Safirstores

SPICEBOMB

VIKTOR&ROLF

VIKTOR&ROLF

Dior

Dior

Dior



LANCÔME

LANCÔME

WRAPPING















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www.safirstores.com

Safir

SAFIR

LANCÔME

Dior

Niche Perfumery

"Art" and "Perfumery" are two closely related concepts which sound incomplete if separated from each other. Hundreds of years before industrial revolution, perfumery was well established as a noble form of art, making it one of the ancient concepts of art in human history. In modern world where industrial machineries are outperforming our hands, there are still some subtle differences between what is produced in mere commercial way and what is delicately designed, formulated and made by human hands. Niche Perfumery is the essence of art where technology meets traditions and a perfume is born. Niche products are not as popular as common products, nor they are meant to be, and they are as precious as jewelry, feeling like a piece of art, rather than a simple perfume. With this in mind, Safir has allocated a dedicated section for these precious perfumes and welcomes its special customers who appreciate art in its truest form.



Artistic Perfumery



Artistic Perfumery



Artistic Perfumery







Artistic Perfumery

BESTSELLERS



ROJA

PRADA



CRM

The ultimate goal of any business is customer satisfaction. Safir, as a subsidiary of Prestige Holding which deals with end users, tries its utmost to support the customers and meet their expectations in every single step of shopping, from introducing new products to helping clients choose the most suitable one based on their needs. In recent years that marketing has been heavily depended on digital world, Safir has invested much effort on its digital activities and managed to get positive feedback from the customers. With more than 450,000 registered customers, our social media, support team and beauty consultants are always there to help you in everything of shopping you might think of!

🌐 SafirStores.com

📷 [Safirstores](https://www.instagram.com/Safirstores)

☎️ +982188214121

Prestige Holding

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