



DISTRICT
GROUP



DISTRICT GROUP

We drive endless possibilities.

District Group is a firm based in Abu Dhabi. The quality and excellence of our products and services are a base line in our strategy, and this makes our clients identify us.

The implementation of District Group's efficient business model has enabled us to achieve the current levels of success, providing value to our customers.

Our vision is to position District Group among the top-tier retail companies by implementing effective business strategies. We aim to stay focused on our core business of distribution, retailing, events and marketing. District will continue to acquire new brands to expand its portfolio, always keeping in mind our customers' needs and requirements.

www.districtgroup.ae



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DISTRICT
TRADING



DISTRICT
EVENTS & MARKETING



DISTRICT
TRADING

Trading is our art.



DISTRICT GENERAL TRADING

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District General trading is a Luxury distribution company that represents, acquires licenses and the rights of international brands in the Middle East & GCC.

A UAE based company with 100% Emirati ownership. Our traditional business model is based on being the agent and exclusive distributor for many of the world's best brands in the region and delivering exquisite products and services.

Our main goals are regional expansion and developing a strong base of key customers, as well as increase the assets and investments of the company to support the development of services.

Our Brands:


FONTANA CONTARINI
COSMETICS

Dr Irena Eris

Plump It![®]

Y'AMOUR

L'ADONÉ

AZYA

parfums



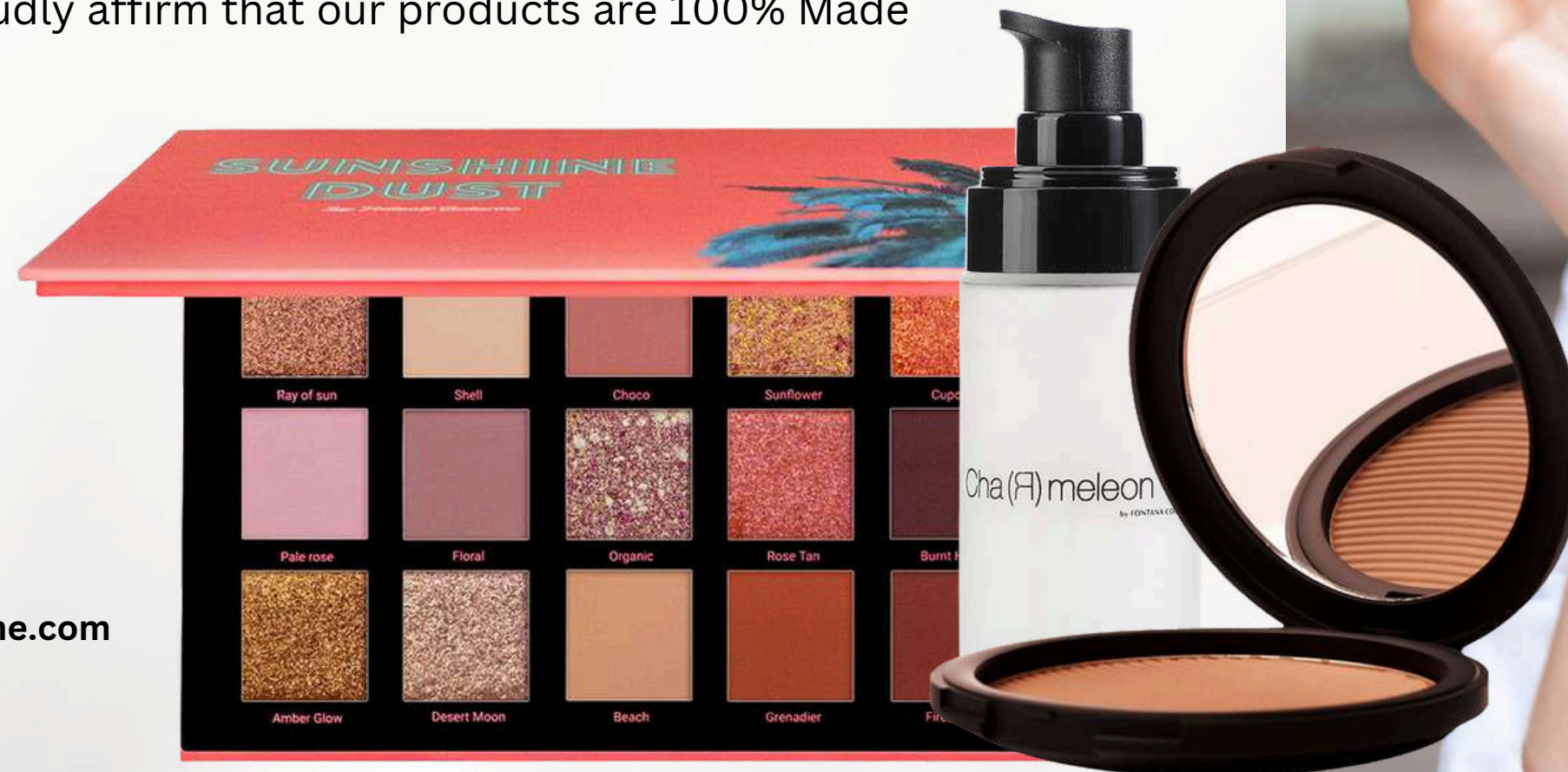


FONTANA CONTARINI COSMETICS

Fontana Contarini Cosmetics was born in the early 60's in Bergamo (Italy) and has gained an unrivalled experience in cosmetics production and distribution, signing a huge number of innovative collections deeply recognized by consumers worldwide.

Our products, a balanced mix between classic and the most innovative fashion-forward Make-up technologies, located in the very heart of Italian Cosmetics and Fashion Manufacturing district, in Milan.

Therefore, we can proudly affirm that our products are 100% Made in Italy.



Instagram: @fontanacontarinime
Website: www.fontanacontarinime.com



Dr Irena Eris

Luxurious beauty products Dr Irena Eris have been created out of passion for beauty care. Ground-breaking formulas are designed based on own applications for patents, innovative technologies or the best, often not easily accessible components and thanks to synergy of activities of the group of experts from various fields, the beauty products distinguish themselves on the market for years.



Instagram icon @drirenaerisme
Globe icon www.drirenaerisme.com



Plump It!®

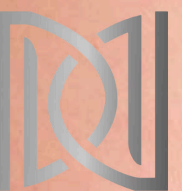
Plump It! is a disruptive, British-born cosmeceutical brand, leading the charge for surgery-free beauty.

We believe that real beauty can be achieved without the need for needles, knives and other invasive procedures.

That's why we have created a range of transformative formulations that harness and accentuate natural beauty in a safe and effective way.

All of our formulas only use the finest grade ingredients that are proven to transform without using parabens or dangerous chemicals, and are vegetarian and cruelty-free.

📷 @plumpitme



L'ADONÉ

parfums

Discover LADONÉ Parfums, a Swiss enterprise merging European craftsmanship and artistic excellence in fragrance. Based in Zurich and produced in France, our scents are the result of a harmonious collaboration, blending the expertise of our artisans with the insights of all involved in our production. Committed to ethical practices, we never test on animals and ensure our perfumes are free from harmful components, proudly carrying the vegan label. Each LADONÉ fragrance is a piece of art, crafted from meticulously selected, finest-quality ingredients, inviting you to explore the beauty of individual expression. Our signature collection, tailored for perfume connoisseurs, captures life's complexities and invites you to indulge in the evocative power of scent, appreciating our meticulous attention to detail.

📷 @ladoneparfums



Y'AMOUR

Y'AMOUR embodies a profound love in every aspect of its brand philosophy. From a passion for makeup to a deep reverence for the world and feminine strength, Y'AMOUR infuses every product with this sentiment. Renowned for our advanced formulas that seamlessly blend quality with performance, we pride ourselves on using premium, cruelty-free ingredients that are not derived from animals. Furthering our commitment to sustainability, most of our products are designed for easy refilling, ensuring our packaging's lifespan is virtually endless. Drawing inspiration from the Greek goddess Nike, the epitome of victory and power, Y'AMOUR celebrates the inherent strength and beauty in every woman. We champion beauty that radiates both from within and through the art of makeup. With Y'AMOUR, embrace your feminine power, believe in your potential, choose victory, and live as the goddess you are.

📷 @yamourme



AZYA

Infused with the untamed spirit of Africa, our inaugural collection of unisex fragrances celebrates the unique essence of individuality. Each exquisite Extrait de Parfum is crafted to reflect the depth of your emotions and capture the very essence of life in its purest form.

Inspired by Africa. Masterfully created in Italy. Designed to resonate with you.



Instagram icon @azyaperfumemiddleeast





DISTRICT
EVENTS



DISTRICT
MARKETING

DISTRICT EVENTS & MARKETING

Step into the lights with us

District Events & Marketing deliver personalized experiences & create lifetime relationships with a brand's target audience. We help you navigate your consumers' new landscape, while simultaneously nurturing our existing skills and developing innovative techniques to ensure our services keep you in pace with your target's changing behaviors and evolve with your evolving needs.

Our live experiences and tailor-made events include intimate dinners, cocktail receptions, award ceremonies, conferences, fashion-shows and large-scale events, from weddings to birthday organization. We create an unforgettable memory and experience that is inspired by District Events.



DISTRICT
EVENTS & MARKETING

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Marketing Management

Welcome to District Marketing, your go-to destination for a holistic approach to brand elevation. Specializing in brand strategy, digital marketing, email marketing, local SEO, social media management, content marketing, digital PR, and influencer marketing, we pride ourselves on crafting tailored solutions that propel your brand to new heights. From fostering a robust online presence to engaging with your audience through various channels.

District Marketing is committed to ensuring your brand not only stands out but thrives in today's competitive landscape. Join us on a transformative journey where innovation and impact converge to create a lasting impression for your brand.

DISTRICT MARKETING



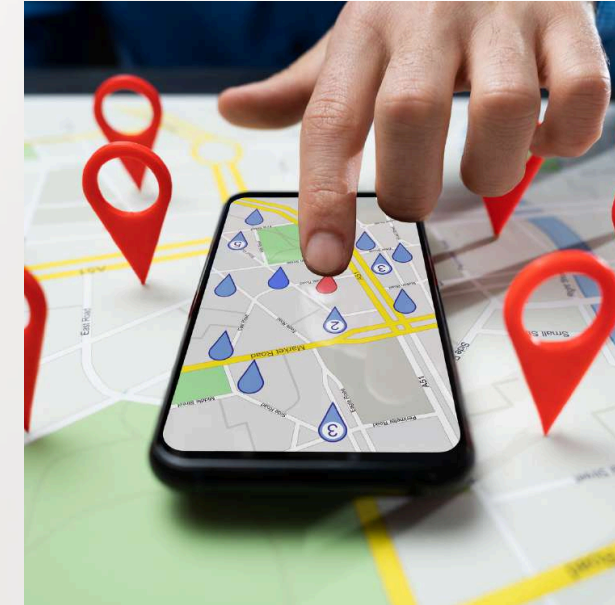
**Brand
Strategy**



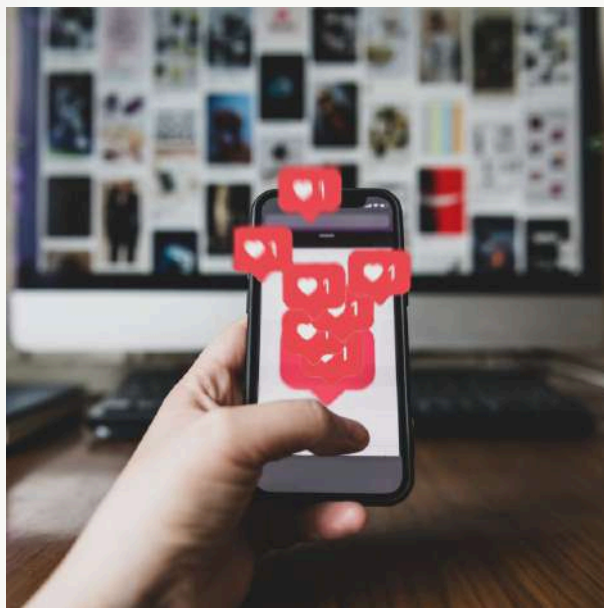
**Digital
Marketing**



**Email
Marketing**



**Local
SEO**



**Social Media
Management**



**Content
Marketing**



**Digital
PR**



**Influencer
Marketing**



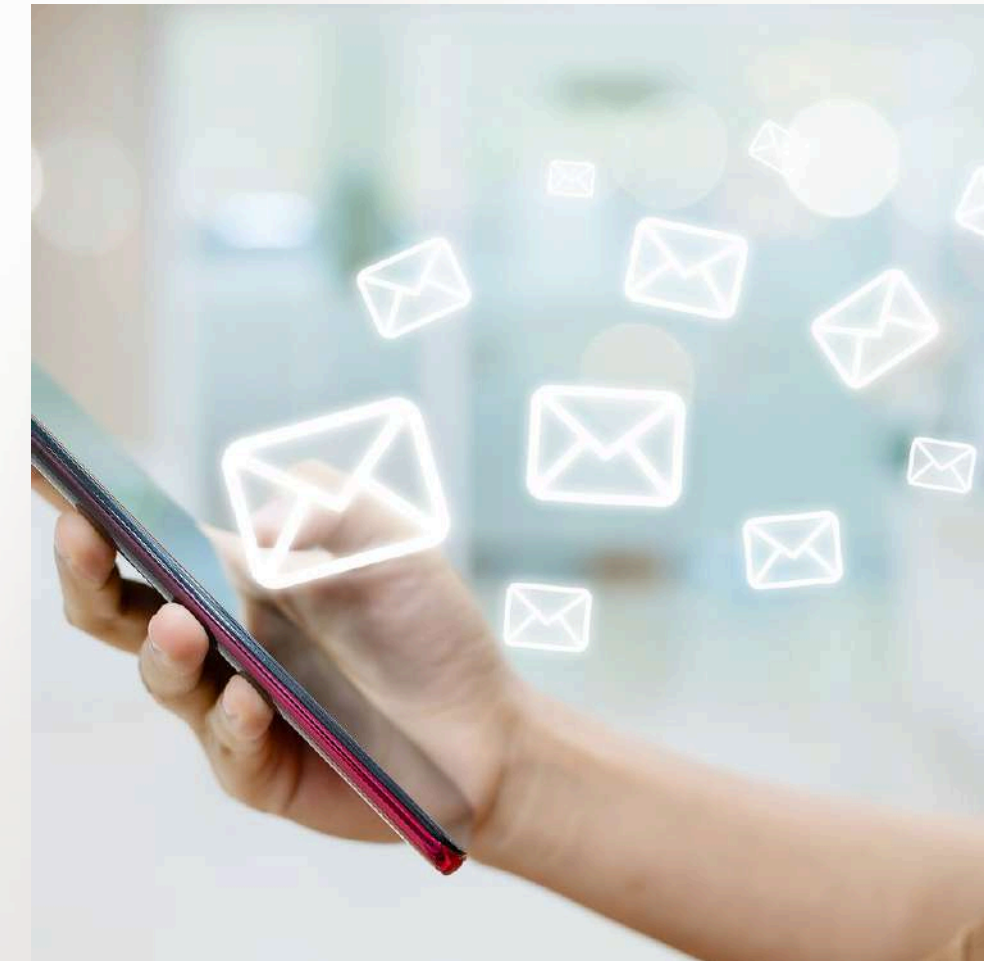
Brand Strategy

We understand how to create momentum with a brand build and breathe life into a new offering. We work hard to describe just how and why you are unique and turn that essence into something that's not only tangible but powerful and engaging.



Digital Marketing

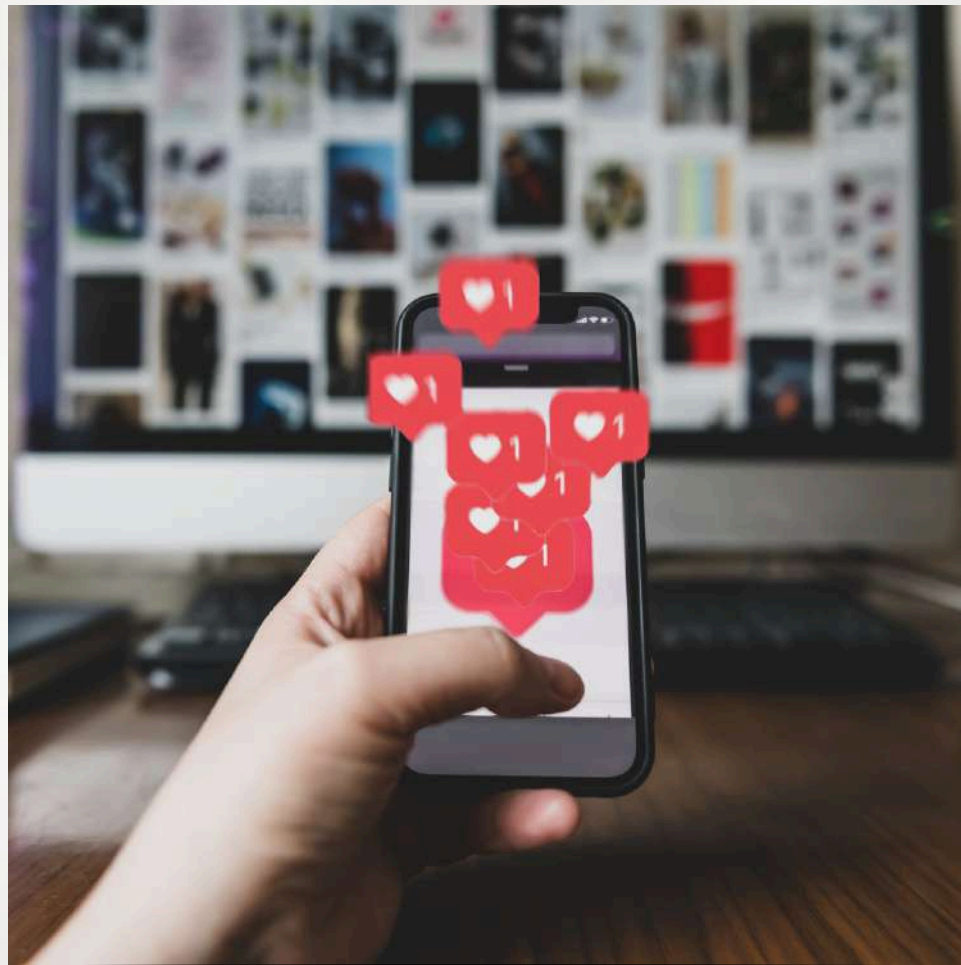
Social Media does NOT equal Digital Marketing. It is your business identity. It includes website content, online reputation, customer service, pricing, promotions, search engine friendliness, community engagements and organizational culture. All this, and more, is digital marketing.



Email Marketing

Email Marketing is a great way for businesses to build relationships and engage with customers directly in their inbox. Whether you are looking to promote new offers, drive new leads or build brand awareness, email marketing provides the opportunity to connect with your customers anytime, anywhere.





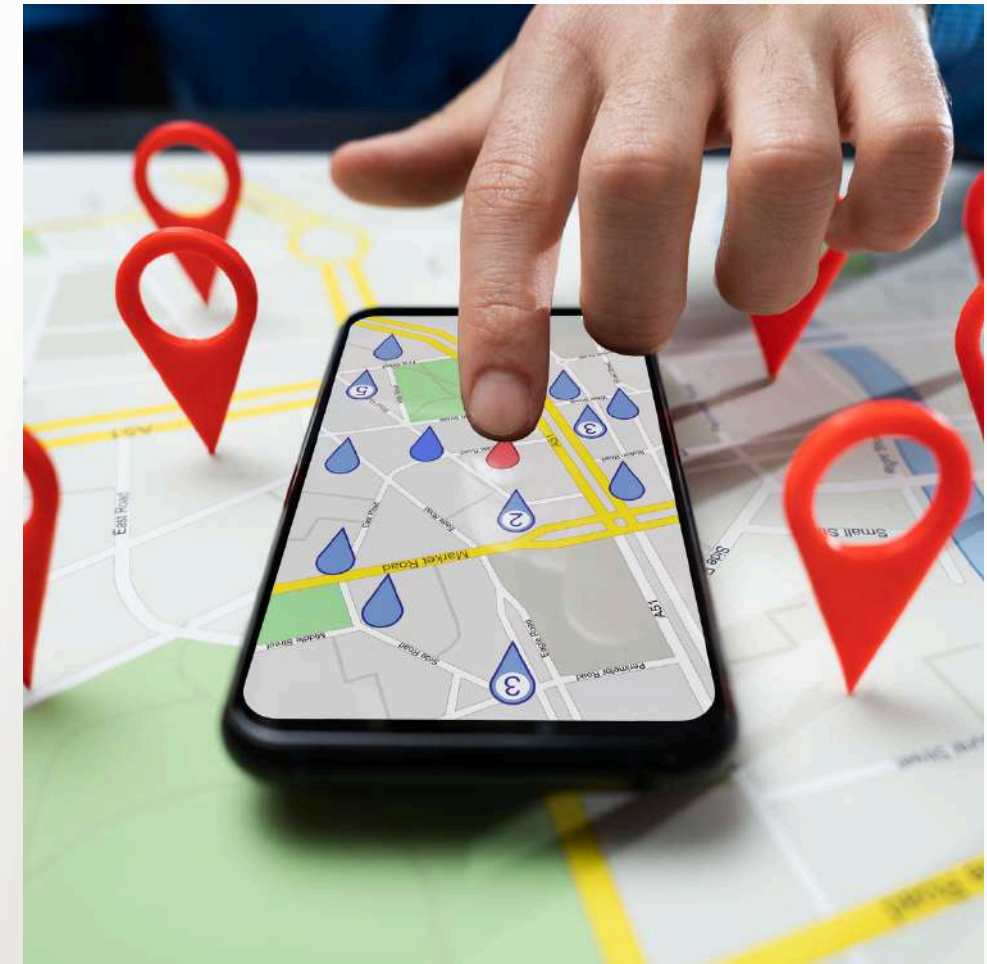
Social Media Management

Revolutionizing the way brands connect with their customers; social media has become an essential marketing platform. With the ability to reach billions of users and at a relatively low cost, many modern businesses are now discovering the power of social media marketing.



Content Marketing

With audiences demanding more engaging and creative content, it is vital that you have a strong content marketing strategy in place. You need to understand the users' needs and plan to promote content that gets their attention and drives a reaction.



Local SEO

Local SEO focuses on increasing your visibility in local results and helping your business to grow. With a strong local SEO strategy, you can attract more customers and build a solid reputation amongst local customers.





Digital PR

The art of Digital PR is to successfully project your voice online. It is about using the right channels to promote engaging content and connect with your ideal audience. Whether you are a start-up or a long-established business, PR plays a vital role in building your brand both on and offline.



Influencer Marketing

As one of the newest and most powerful forms of marketing, Influencer marketing harnesses the power of influential figures to promote your brand. With the right influencer, you reach an audience that is loyal and receptive to buying products recommended by a person they trust.



Media Buying and Advertising

Advertising is meant to drive revenue, not waste it. With the right strategic approach, our experienced teams look for innovative ways to reduce cost and increase the effectiveness of your campaigns.

MEDIA PLANNING

- Outdoor Advertising
- Display Ads
- Social Media Ads
- Newspapers and Magazines
- Radio and Podcasts
- Direct Mail and Personal Sales
- Video Ads
- Product Placement
- Event Marketing
- Press
- Digital Buying
- Social Media Buying





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Event Management

We plan live experiences and custom-made events that include intimate dinners, cocktail receptions, award ceremonies, conferences, fashion-shows and large-scale events, from weddings to birthday organization. We create an unforgettable memory and experience that is inspired by District Events.

Our team has a comprehensive approach to managing events and pay very good attention to details starting from the planning phase, to creating an event timeline all the way to the coordination on the day of the event.

Charity Ball & Dinners

Whether it is a glamorous ball, a festival, family fun day or themed event, we use our expertise to ensure every opportunity to raise funds for your chosen cause is not only maximized but that your guests feel good about the donations they give.

Putting the fun in fundraising. A themed ball or a sumptuous five-course dinner is a perfect way to bring people together for an evening of fundraising for a good cause. Showing your guests how much you value their support, a charity ball or charity dinner provides an opportunity to raise awareness and funds for your chosen charity.

We can help you with every aspect of planning, organizing and managing your event.



CORPORATE EVENTS



**Product Launch
Events**



**Board & Shareholders
Meetings**



Trade Shows & Exhibitions



Seminars & Conferences



Ticketed Events



Appreciation Events



Team-Building Events



Sports Events

GLAM EVENTS



Fashion Show



VIP Events



Red Carpet Events



Awards Ceremony

SOCIAL EVENTS



Engagement Planning



Wedding Planning




Birthday Planning



Baby Showers



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