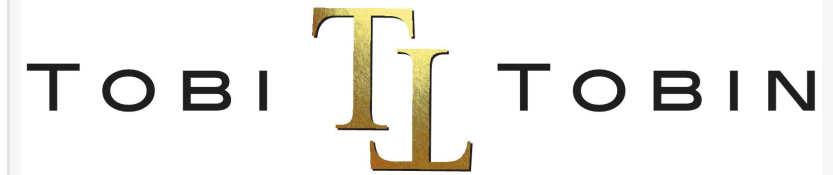


Preston Antonini joins Tobi Tobin as Managing Director Global Distribution and Sales

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[/EINPresswire.com/](http://EINPresswire.com/) -- Preston Antonini, a 30-year International Retail and Brand Executive has joined the Tobi Tobin, Inc. team as Managing Director, Global Distribution and Sales. Tobi Tobin distributes in Bloomingdale's and Hudson's Bay Canada. The brand is launching in the Middle East this 4th quarter and Europe and United Kingdom in 2019. Antonini will also manage Tobi Tobin e-commerce, boutiques, and pop-up business models.



I am extremely excited to work closely with such a credible designer as Tobi Tobin. The brand has a unique position amongst artisanal fragrances and this will be an exciting journey."

Preston Antonini

Antonini's most recent position was SVP - Head of Beauty for Al Tayer Group, driving a portfolio of over 40 brands' distribution and over 60 beauty brands' free standing stores across the Middle East. He is credited with creating partnerships with Kiehl's, driving the brand to the #1 market share in skin care in the Middle East, launching the first Aveda flagship and franchise in the Middle East, as well as holding the largest market share in artisanal luxury fragrances in the Middle East.

He has over 25 years' experience in USA luxury department and specialty stores and brand leadership positions with Shiseido Americas and Lancôme USA. Antonini spent 5 years in Asia Pacific travel retail with DFS, a division of LVMH, prior to his move to the Middle East.

Antonini met Tobi earlier this year in Los Angeles while searching for the next niche luxury fragrance to include in his Middle East portfolio while at Al Tayer Group.

ABOUT TOBI TOBIN:

Tobi Tobin is a lifestyle brand consisting of hand poured candles, custom blended fragrances, and artisanal chocolates developed following Tobin's successful career as an Interior Designer.

The candles and Eau de Toilette fragrances, designated into floral, citrus, fruit, or woody spice categories, are designed and crafted individually by Tobin to evoke memories of her global travels. The fragrances and candles can be mixed with Tobin's handmade dark chocolate truffles, entirely produced in Los Angeles.

Each of the candles is a natural soy coconut blend and feature a 2 wick burning system to maximize fragrance release. During the month of October, Tobi Tobin is proudly collaborating with Susan G. Komen by producing a limited-edition "HOPE" candle to support Breast Cancer awareness and raise critical funds.

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