

LETOILE Opens Its Flagship Store at Dubai Festival City Mall, Redefining Beauty in the UAE

LETOILE opens its flagship store at Dubai Festival City Mall, offering 500+ brands, niche fragrances, and an immersive luxury beauty experience.

DUBAI, UNITED ARAB EMIRATES, March 5, 2025 /EINPresswire.com/ -- LETOILE, the luxury beauty destination known for offering the region's most extensive selection of [perfumes](#), has officially opened its flagship store at Dubai Festival City Mall. This grand opening marks a significant milestone in the brand's expansion across the United Arab Emirates, where it already operates five stores in Abu Dhabi Mall, City Centre Al Zahia, Sahara Center, and Manar Mall.



LETOILE new flagship store at Dubai Festival City Mall

“

Each of our stores continues to embody our commitment to luxury, quality, variety, and personalized service, reflecting our dedication to excellence in the beauty industry.”

*Arseny Volodin, CEO of
LETOILE*

A Unique Experience in Luxury and Beauty

LETOILE introduces a new concept of luxury and beauty, offering over 500 global brands, including a unique selection of 140+ niche brands. The store boasts a collection of over 5,000 different fragrances, solidifying its position as the #1 beauty retailer in the UAE.

Customers benefit from an exceptional shopping experience led by expert beauty consultants trained across multiple brands, ensuring a personalized and immersive [perfume](#) and beauty discovery journey. The store caters to

the entire family, featuring brands like Antonio Maretti and Dolce Milk, as well as Soda and Moriki Doriki for teens and children. The selection covers multiple price segments, from the affordable Essence range to premium brands such as Sisley. Additionally, customers can explore trending brands from Korea and the USA, along with professional beauty brands such as Kevin

Murphy and Olaplex.

More Than Just Beauty – A Rewarding Experience

LETOILE offers a one-of-a-kind loyalty program, allowing customers to earn rewards for every dirham spent. Key benefits include:

- 5% bonus points on all purchases
- Bonus points on discounted items and special promotions
- The ability to redeem up to 50% of purchases using points
- 100 welcome points for first-time registrants and 50 bonus points on birthdays
- Instant redemption and a clear conversion rate of 1 point = 1 dirham

An Innovative Store Concept and Exclusive Shopping Experience

LETOILE stores in the UAE offer a modern, immersive shopping experience that sets them apart in the market. The flagship store features dedicated niche fragrance areas, showcasing globally renowned brands and a wide selection of the [best perfumes for men](#). By seamlessly integrating online and offline shopping, LETOILE ensures customers can enjoy a fast and free delivery service, making luxury beauty accessible anytime, anywhere.

A Grand Celebration with Celebrities and Influencers

To celebrate its flagship store opening, LETOILE hosted a special beauty event, featuring exclusive makeup masterclasses, interactive



LETOILE boasts a collection of over 5,000 fragrances



Tatiana Volodina, President of LETOILE, highlighted the brand's global presence and future expansion plans



World-renowned master perfumer Olivier Cresp at the grand opening

brand experiences, and luxury giveaways. Visitors had the chance to explore the latest innovations in Korean skincare alongside premium beauty brands from around the world.

The event attracted top beauty experts and influencers, giving guests the opportunity to learn exclusive beauty secrets from Noha Nabil, as well as discover Kris Fade's favorite fragrances. Among the distinguished guests were Khaled AlKhaledi, Mohammed AlNuaimi, Roaa Alsabban, Joelle Mardinian and Youmi, all of whom praised the store's unique design and luxurious shopping experience.



Arseny Volodin, CEO of LETOILE, emphasized the company's dedication to luxury, quality, and personalized service in the beauty industry

Tatiana Volodina, President of LETOILE, shared:

"We are thrilled to bring our unique beauty experience to the UAE. Our flagship store is more than just a retail space—it's a sensory journey where customers can explore the world's most sought-after fragrances and beauty innovations in a stylish, immersive setting."

Global Expansion and Future Ambitions

During the event, Tatiana Volodina highlighted LETOILE's global presence and future expansion plans, emphasizing that LETOILE is not just a beauty store, but rather a worldwide network of brands, logistics, and research laboratories. With a customer base of over 50 million globally, LETOILE currently operates more than 1,000 stores worldwide, with plans to open 30 new locations between 2025 and 2027.

Arseny Volodin, CEO of LETOILE, commented:

"Each of our stores continues to embody our commitment to luxury, quality, variety, and personalized service, reflecting our dedication to excellence in the beauty industry."

Unforgettable Experiences and Exclusive Events

The grand opening also featured a variety of exclusive activities, including celebrity makeup sessions, live art sketches, and a signature fragrance workshop by the world-renowned perfumer Olivier Cresp — the founder of Arko Perfumes and the creator of iconic scents such as Light Blue by D&G and L'Eau par Kenzo.

This remarkable event marked a new chapter in LETOILE's journey, solidifying its position as one

of the leading global beauty brands, while offering Dubai's beauty lovers an unparalleled and immersive shopping experience.

Iurii Nemtcev

Big Lab Digital Agency

[email us here](#)

Visit us on social media:

[LinkedIn](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/791239213>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.