

Prima
Chic

Brand Profile



Brand Introduction

Prima Chic is a bold new voice in the world of fragrance, created to meet the desires of a generation that values identity, self-expression, and style. Positioned at the intersection of youth culture and modern premium, Prima Chic is a perfume brand designed for the modern, trend-conscious consumer.

Created within Taif Group, Prima Chic brings next-gen perfume culture to modern retail.

Born from the belief that luxury should be inclusive, not exclusive, Prima Chic offers refined perfumes at a reasonable price point, without compromising on ingredients, design, or experience. The brand is tailored for global youth, particularly Gen Z and young Millennials, and built to thrive in curated, high-footfall retail destinations.

From its eye-catching packaging to its distinct scent collections, Prima Chic transforms the simple act of wearing perfume into a statement of personality, mood, and creativity.

Prima Chic is more than a fragrance. It's a movement. A lifestyle. A celebration of individuality.



Market Opportunity

The fragrance world is shifting, with younger generations making scent a daily expression of identity. For Gen Z (13–24), fragrance is playful, personal, and deeply tied to mood and aesthetics. They seek brands that feel inclusive, exciting, and aligned with their digital-first lives.



Meanwhile, young Millennials (24–32) are drawn to stylish, affordable luxury—products that deliver quality and storytelling without the high price tag. Both segments are highly engaged in mall environments where lifestyle discovery happens in real time.

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Market Opportunity

Most perfumes at this level either lack quality or feel inaccessible. This leaves a clear gap for a brand that offers:

*Premium look
and feel*

*Strong design
and emotional appeal*

*Accessible
pricing*

Prima Chic meets this demand. It merges elevated quality with bold, youthful branding—an ideal fit for modern retail spaces targeting next-gen shoppers.



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Brand Essence & Philosophy

Prima Chic exists to make fragrance more expressive, inclusive, and fun.

Rooted in the belief that luxury should be accessible, the brand offers high-quality, trend-driven perfumes designed to reflect personality and mood. Each scent becomes a wearable statement—a bold form of self-expression.

Prima Chic champions:

- Individuality – Encouraging everyone to own their scent and their story.
- Boldness – With daring names, vibrant designs, and confident energy.
- Accessibility – Quality fragrance crafted for expressive, everyday wear at a reasonable price point.

Audience Segmentation

Prima Chic speaks directly to a generation defined by individuality, digital fluency, and a love for aesthetic discovery. Its audience is divided into two key segments:

Primary Audience: Gen Z (13–24 years old)

- Passionate about self-expression, identity, and trends.
- See perfume as part of daily style—an extension of their mood and look.
- Shop visually, socially, and impulsively—often discovering products through TikTok, Instagram, and influencers.
- Drawn to brands that feel inclusive, bold, and visually exciting.

Secondary Audience: Young Millennials (24–32 years old)

- More defined in their tastes but still love playful, stylish products.
- Willing to invest in scents that reflect their evolving personality and confidence.
- Seek a blend of quality, design, and story—especially in lifestyle purchases made through malls or social platforms.

Together, these audiences create a loyal, expressive, and trend-sensitive consumer base, ideal for malls looking to energize their retail mix with a youth-driven, giftable brand.

Wider Appeal Potential

Though rooted in youth culture, Prima Chic's quality, design, and accessible pricing give it strong crossover appeal. It attracts older consumers seeking stylish, high-performing perfumes without the luxury markup—whether for daily wear, gifting, or lifestyle discovery. This flexibility allows the brand to grow with its audience and connect with a broader retail base.

Fragrance Collections Overview

Prima Chic's product universe is built around three distinct collections, each with its own identity, design, and storytelling. This structure allows the brand to connect with varied moods and aesthetics while offering a clear and cohesive retail layout.



The Essentials

Your Ultimate Scent Wardrobe

- A colorful, versatile lineup for every day, mood, and moment.
- Each perfume is playful and expressive—a go-to for young personalities.
- Broad scent spectrum: fresh, floral, fruity, sweet, and warm.
- Ideal entry point for new customers; highly giftable and collectable.
- Packaging: Bright, sleek bottles in varying colors with consistent branding.

Eternal Hours

Time as Transformation

- A collection built around the concept of **affirmation and reflection**.
- Scent becomes a personal ritual—helping you reset, recharge, and reconnect.
- Each fragrance is tied to a message or mantra.
- Packaging: Futuristic bottles with black and metallic detailing; bold type.

This three-tiered architecture enables strong shelf organization, clear storytelling, and emotional connection—a powerful combination for mall-based retail.



Design & Packaging Strategy

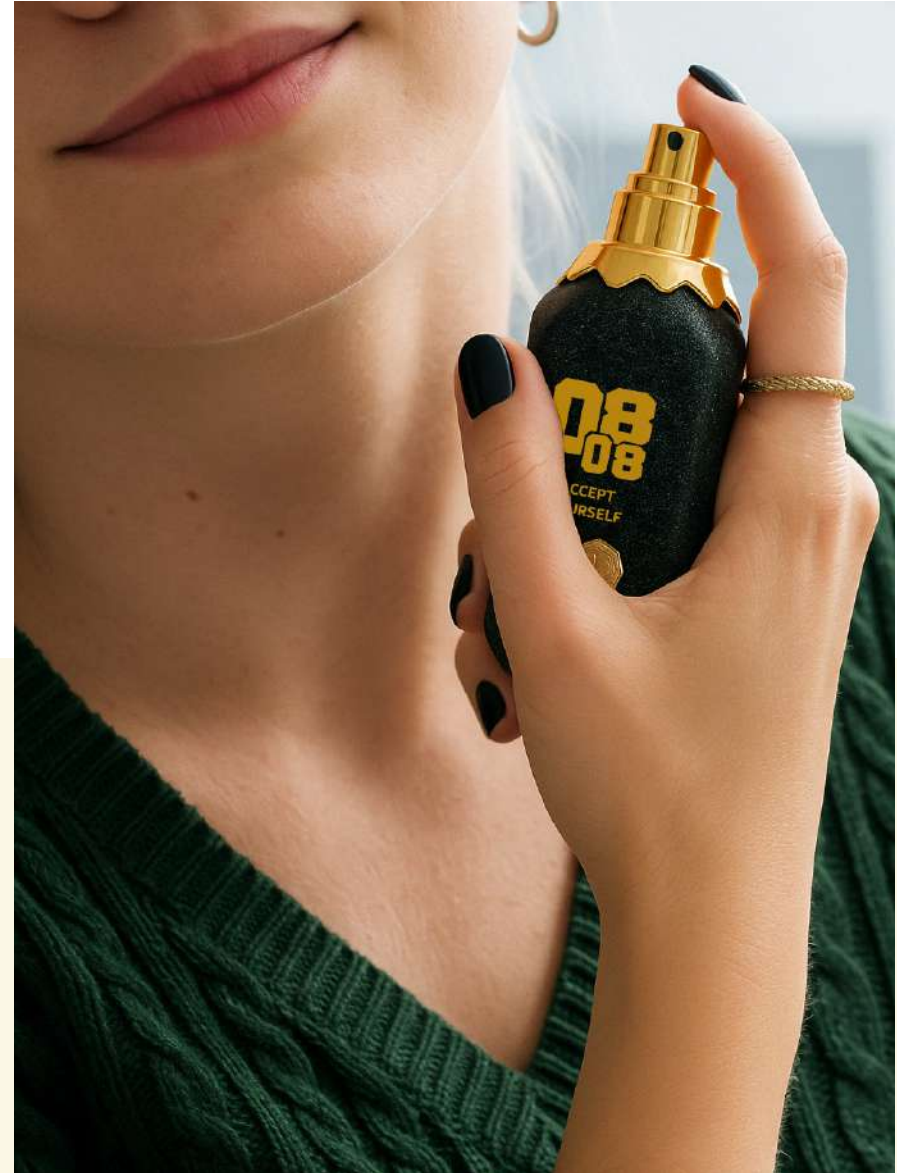
Prima Chic packaging combines consistency with creativity. Each perfume shares a sleek bottle silhouette, while colors and finishes vary by collection—bright and fun for The Essentials, bold golds for Wild Whispers, and sleek metallics for Eternal Hours. This balance of unity and variety enhances shelf appeal and makes the brand instantly recognizable. Designed for gifting and display, the packaging invites impulse purchases and social sharing, turning every bottle into a visual statement.



Retail Positioning

Prima Chic sits confidently in the middle premium tier, bridging youthful energy with elevated fragrance standards. It delivers high-grade perfumes with depth, longevity, and refined compositions, all at a price point that reflects its craftsmanship while remaining approachable to young, style-driven consumers.

While typical entry-level perfumes often compromise on ingredients or identity, Prima Chic offers an elevated experience with bold design, thoughtful storytelling, and lasting scents. It's a brand that delivers premium in every way—without the traditional luxury markup—making it ideal for malls seeking a fresh, fast-moving, and giftable addition to their beauty mix.



Retail Format & Display Readiness

Prima Chic is built for modern retail

—from the shelf to the shopping bag. Its consistent bottle shape and vibrant color palettes allow for striking, organized displays, whether on “gondolas”, wall units, or pop-ups.

Each collection forms a visually cohesive block, making merchandising simple and impactful. Ready-to-use testers, compact secondary packaging, and flexible POS materials ensure seamless integration into existing beauty zones. With its gift-ready appeal and impulse-buy pricing, Prima Chic naturally drives footfall, dwell time, and repeat visits.

Distribution & Sales Strategy

Prima Chic is designed to thrive across a variety of retail environments.

In malls, it fits naturally within beauty stores, lifestyle boutiques, and youth-focused concept shops.

The brand’s colorful presence, clear segmentation, and giftability make it ideal for high-traffic zones and seasonal activations.

Beyond physical retail, Prima Chic also invests in e-commerce, social commerce, and influencer-driven discovery, ensuring an omnichannel presence that mirrors how its audience shops. With curated SKUs for each format, the brand is scalable, flexible, and ready to move.



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City Centre Deira Boutique



Kiosk Design Overview

Brand: Prima Chic

Format: Premium Retail Kiosk

*Location Fit: High-footfall areas
(Atrium, Near Beauty & Fashion)*

Design Highlights:

Sleek and modern design with rounded corners and ambient LED base lighting

Warm beige tones combined with gold accents for an elegant aesthetic

Central service station with ample display zones for customer interaction and seamless sampling

360° visibility with consistent branding from all angles



Kiosk Design Overview

Brand: Prima Chic

Format: Premium Retail Kiosk

*Location Fit: High-footfall areas
(Atrium, Near Beauty & Fashion)*

Design Highlights:

Multiple product testing pods encouraging discovery

Backlit brand signage ensuring visibility across the mall

Thoughtful zoning of collections to guide shoppers across scent moods and categories

Designed for agile seasonal displays, activations, and content creation



Our Locations

UNITED ARAB EMIRATES

Al Ghurair Centre, Dubai

City Centre Deira

Ibn Battuta Mall

Dubai Outlet Mall

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