



Elevating Beauty



MALAK
the divine beauty

We are

A Modern Shopping Experience

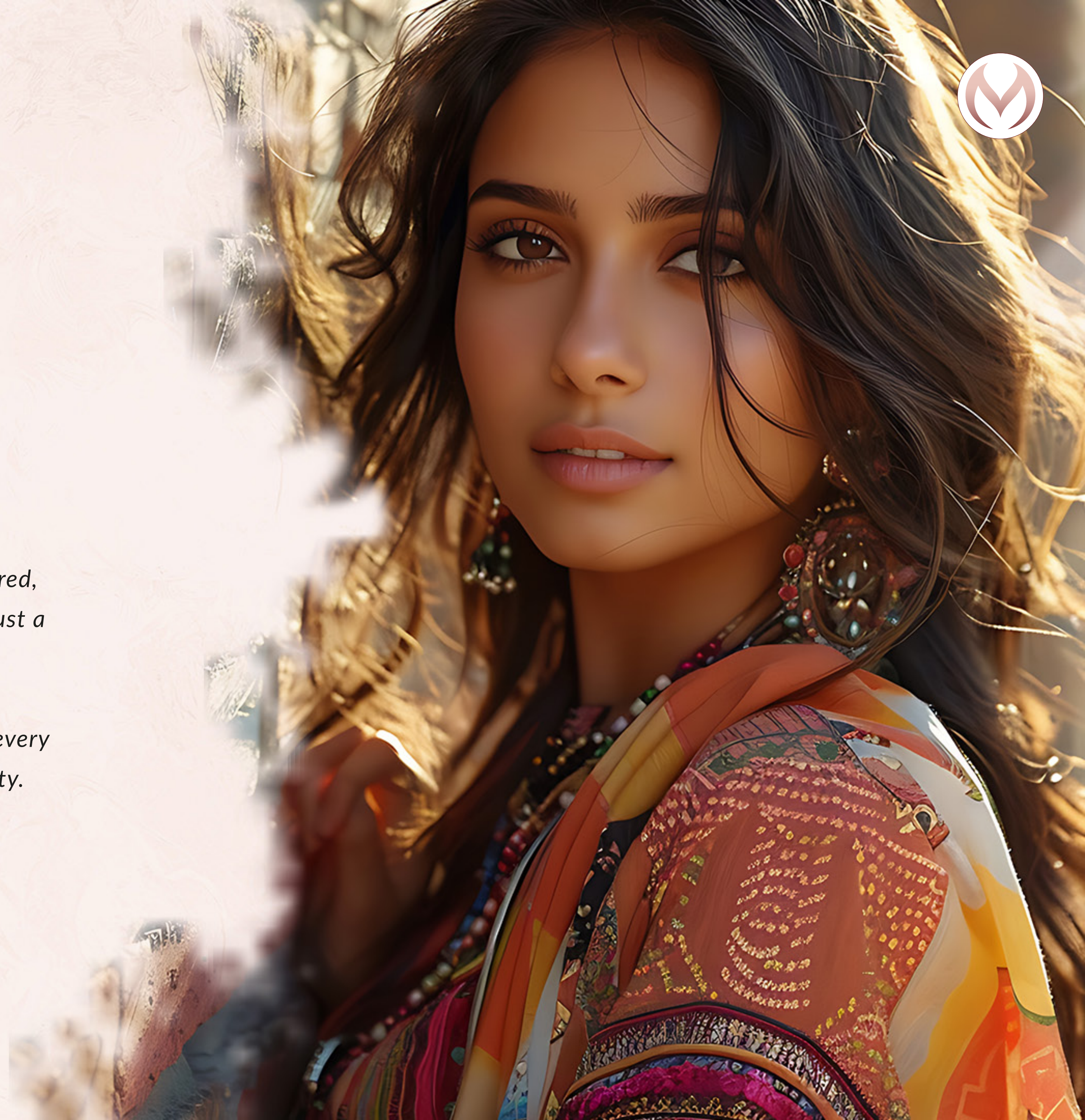
Founded in 2023, Malak proudly introduces a modern, innovative, and luxurious beauty retail concept that redefines the beauty experience. With a strong focus on elegance and cutting-edge innovation, Malak promises an unmatched shopping journey for every customer.





OUR *Inspiration*

Malak was created as a sanctuary where women can feel empowered, appreciated, and connected to their divine selves. It's more than just a beauty store—Malak is a space for women to express themselves, engage in enriching activities, and share their unique journeys. By providing this space, Malak honors the individuality and grace of every woman, encouraging them to celebrate their inner and outer beauty.





Vision

Commitment to luxury, innovation, and exceptional customer experiences

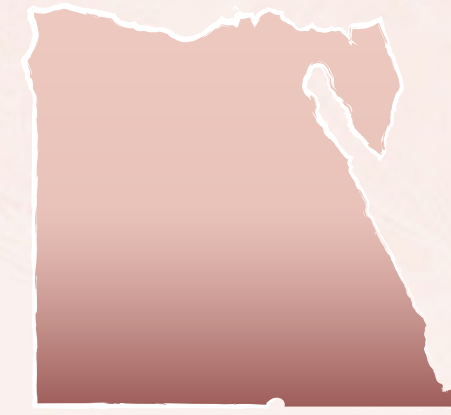
Mission

To be the premier destination for luxury beauty, where every customer experiences divine elegance and innovation in a welcoming, state-of-the-art environment. We aspire to set a new standard in beauty retail by blending cutting-edge technology with impeccable service, creating a sanctuary of sophistication and excellence for our clientele.



Market Presence

Positioned as a forward-thinking beauty destination, Malak provides a one-stop shopping experience for premium beauty products ranging from ultra niche to fine fragrances, high-end to prestige make-up products and large variety of skin care products. With its presence in prime malls and shopping centers, Malak is at the heart of Egypt's and Pakistan's luxury retail landscape.

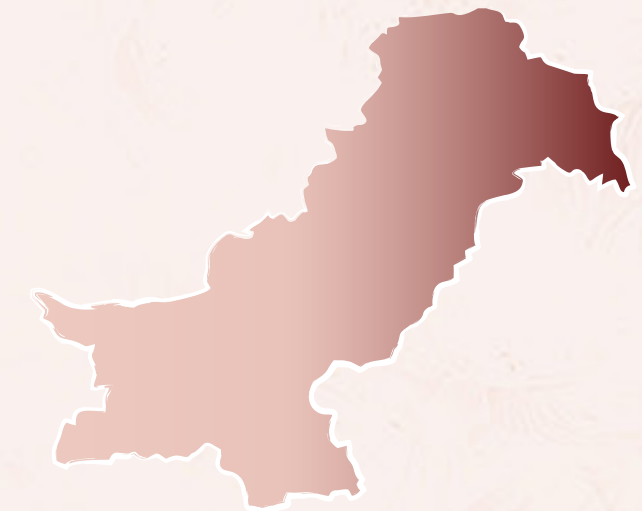


Egypt
2

Stores

- Mall of Arabia, Cairo
- Cairo Festival City, Cairo

Locations



Pakistan
4

Stores

- Dolmen Mall, Clifton, Karachi
- Dlomen Mall, Tariq Rd., Karachi
- Dolmen Mall, Lahore (opening Q4, 2024)
- Packages Mall, Lahore (opening Q4, 2024)



OUR *Journey So Far*

Since its inception, Malak has grown to become one of the leading name in luxury beauty retail



Total Brands



Total Footprint
per day (avg.)



Total Transaction
per day (avg.)



Store Concept

Divine Beauty in Every Detail

The concept of “**Divine Beauty**” is at the core of our store ambiance and customer experience. Elegantly furnished with white and gold hues, our stores are designed to provide a serene yet luxurious shopping experience.

A Space For All





Customer *Experience*

*We understand that shopping is about more than just products
- it's about the entire experience.*

Beauty Station



Perfume Bar



Selfie Point





Customer *Experience*

Immerse yourself in a personalized beauty experience where expert guidance and a curated selection of sustainable, high-quality products meet your unique beauty needs

Make-up Artist



Fragrance Specialist



Skin Care Expert





Customer Experience

Discover distinct beauty zones tailored for skincare, makeup, fragrances and wellness, each designed to offer an immersive, hands-on experience with expert assistance

Skin Care



Niche Fragrance



Fine Fragrance



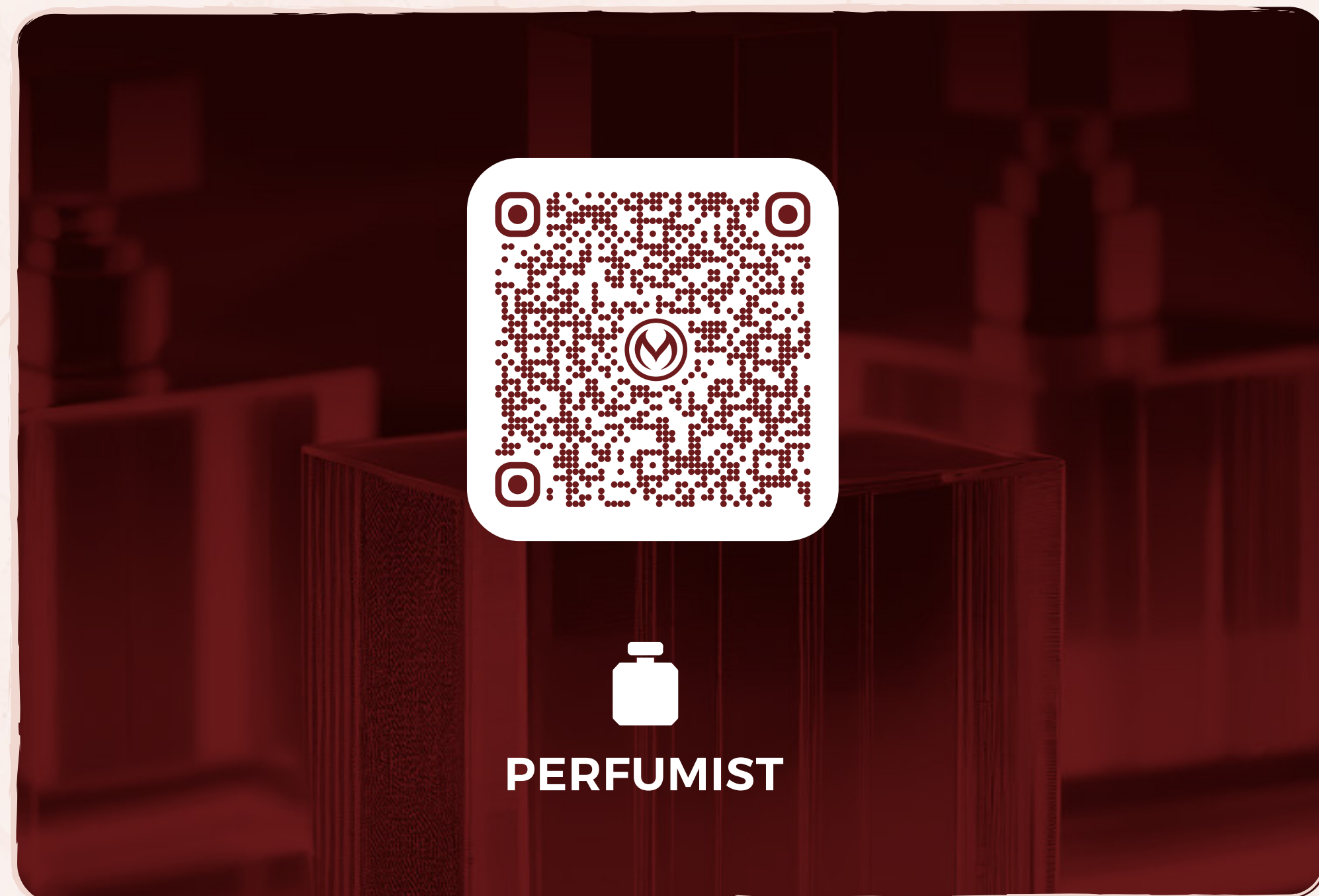
3 Axes





Customer Experience

Experience cutting-edge beauty with our high-tech virtual try-ons, skin analysis tools, Perfume Finder, and personalized product recommendations, seamlessly blending innovation customer's unique needs



Perfume Finder



Virtual Try-ons



Collaboration Opportunities

for Unmatched Visibility



Malak provides unique opportunities for brands to showcase their products in an environment that attracts discerning customers.

Brand Partnerships

A platform for leading beauty brands to thrive.

Product Placement

Premium shelf space ensures visibility and customer engagement.

Marketing & Promotion

Joint campaigns and in-store promotions to boost brand recognition.



Intstore Branding

Touch Points

Malak provides premium spaces for brand visibility for tailored customer engagement.



Window



Gondola Ends



Digital Screens



Instore Events

Take advantage to host exclusive in-store events, from beauty masterclasses to product launches, creating memorable experiences for Beauty Brands.



Product launch



Make-up Masterclass





Instore Influencer Collab

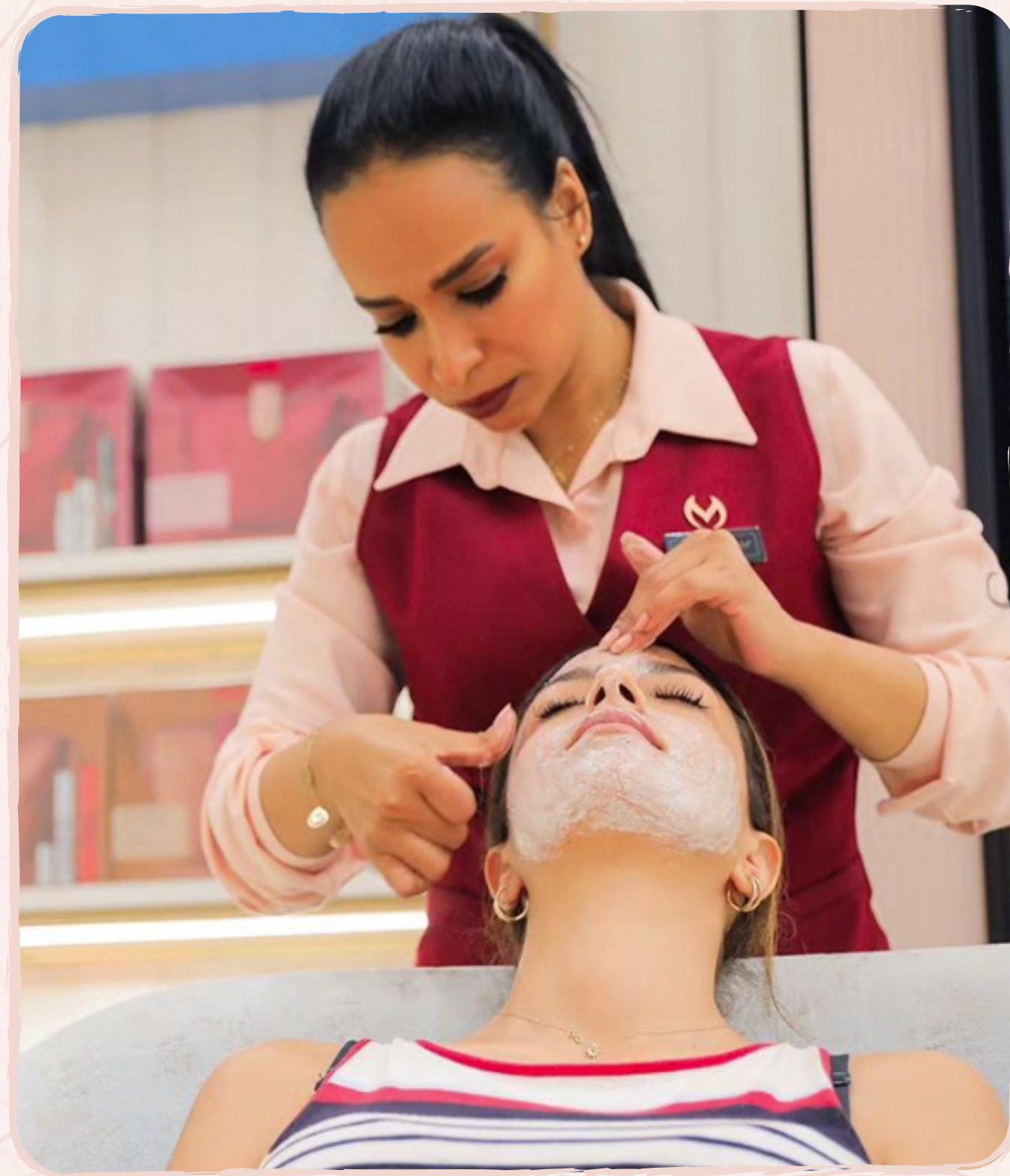
Unlock opportunities to collaborate with top beauty influencers, leveraging their reach to create buzz, showcase products, and drive in-store engagement through exclusive events and promotions.





Instore Promotions

Exclusive in-store promotions like complimentary mini facials, personalized engraving services, and special gifts with purchase, elevating the beauty shopping experience.



Mini Facial



Engraving Services



Gifting



In Mall Activities

Mall podium offers a premium platform to showcase beauty products through immersive displays and interactive demonstrations, capturing high foot traffic while enhancing brand visibility and customer engagement.





In Mall Activities

Combination of a striking mall podium, dynamic digital screens, eye-catching banners, and pillar wraps, creating a 360-degree brand experience that maximizes visibility across the mall.

Mall Podium



Digital screens



Hanging Banners



Pillar Wraps



Malak E-commerce

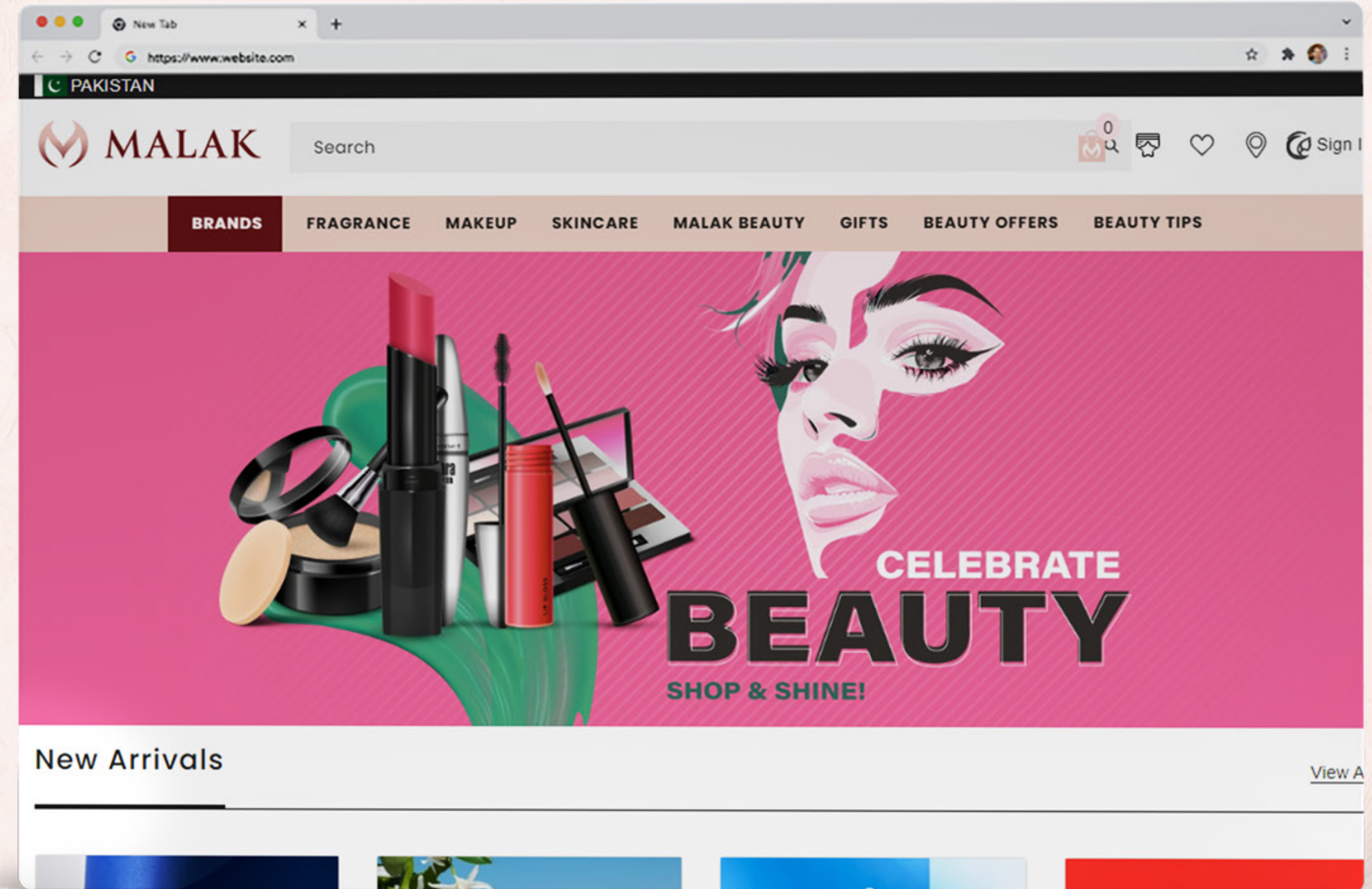
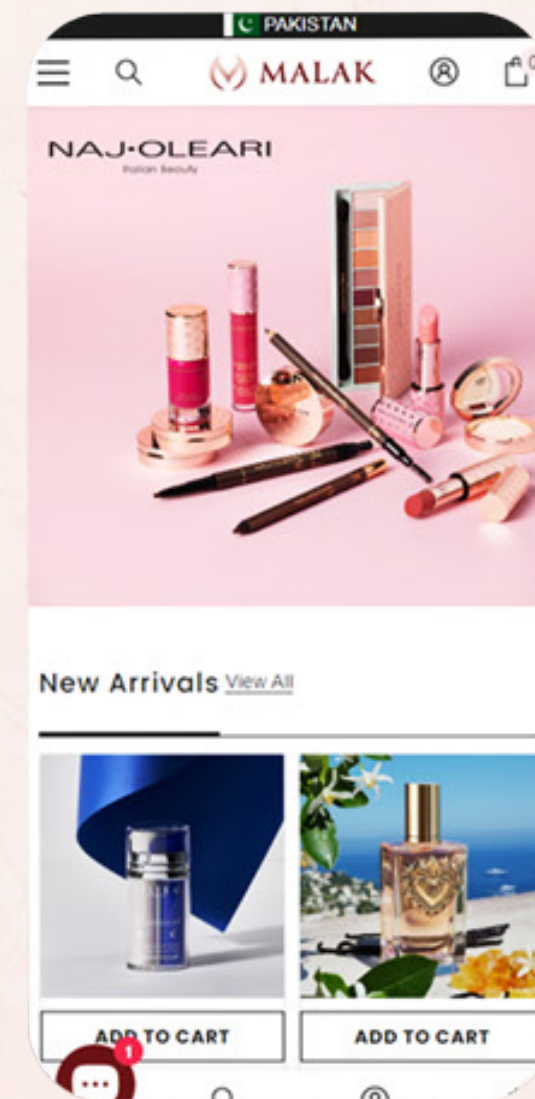




e-Commerce

Reach Beyond the Store

Malak's online platform expands your brand's reach by showcasing products to a vast, targeted audience of beauty shoppers. It boosts brand visibility, drives sales, and provides valuable customer insights and promotional opportunities

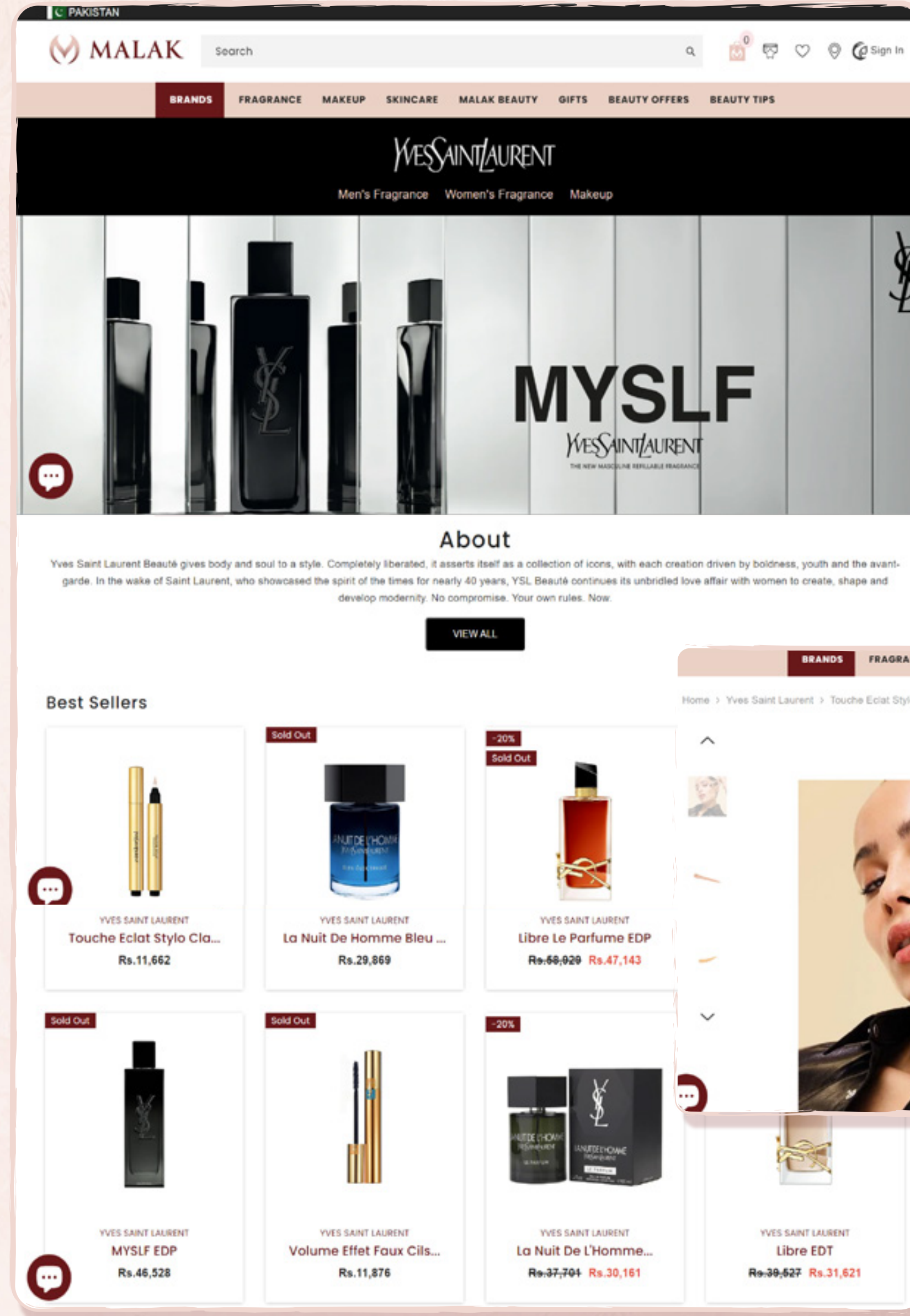




e-Commerce

Personalized Brand Page

Tailored content, featuring your unique story, curated product collections, and exclusive promotions. This dedicated space fosters deeper customer engagement, enhances brand loyalty, and positions the brand for success in a competitive beauty environment.

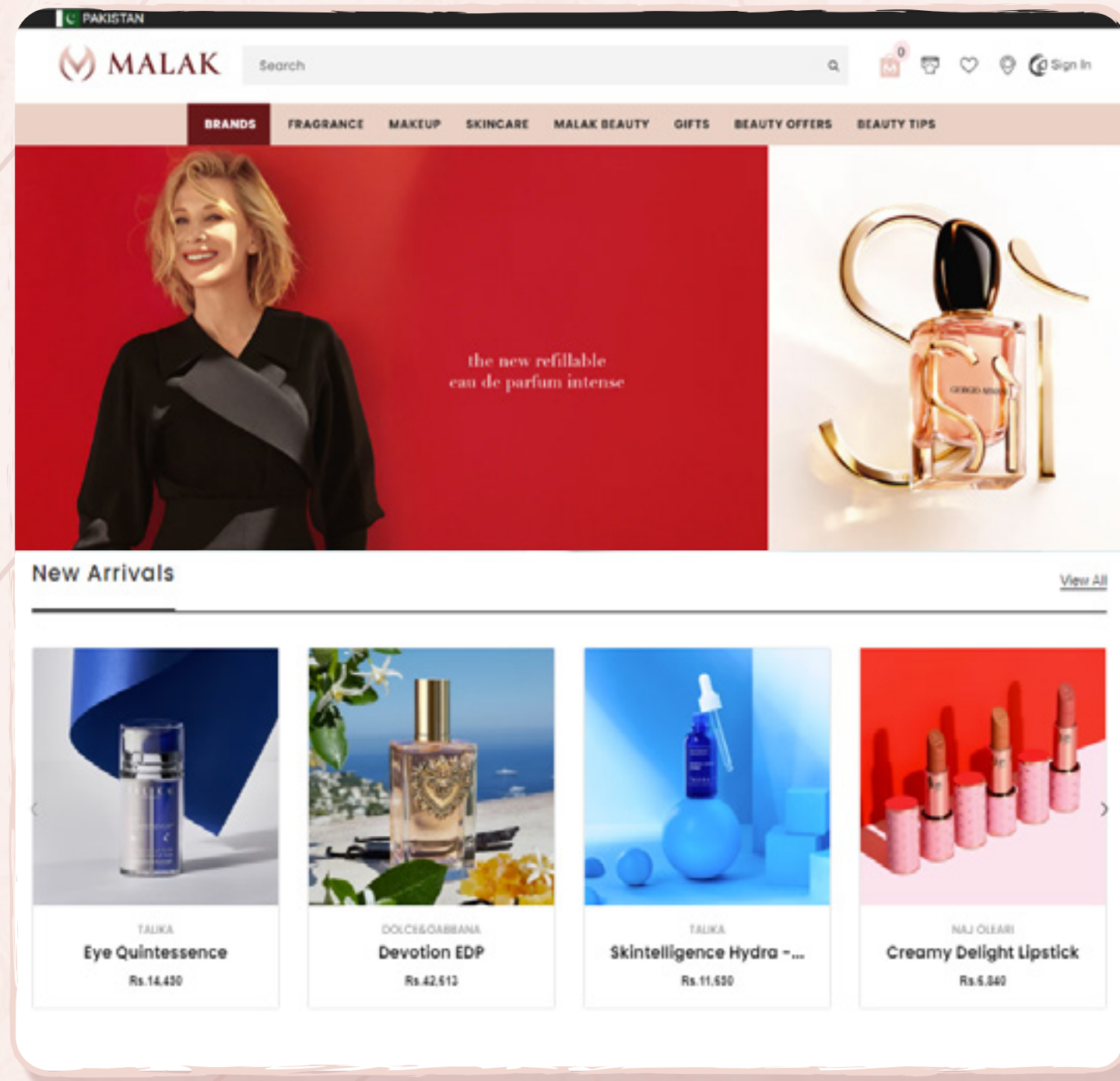




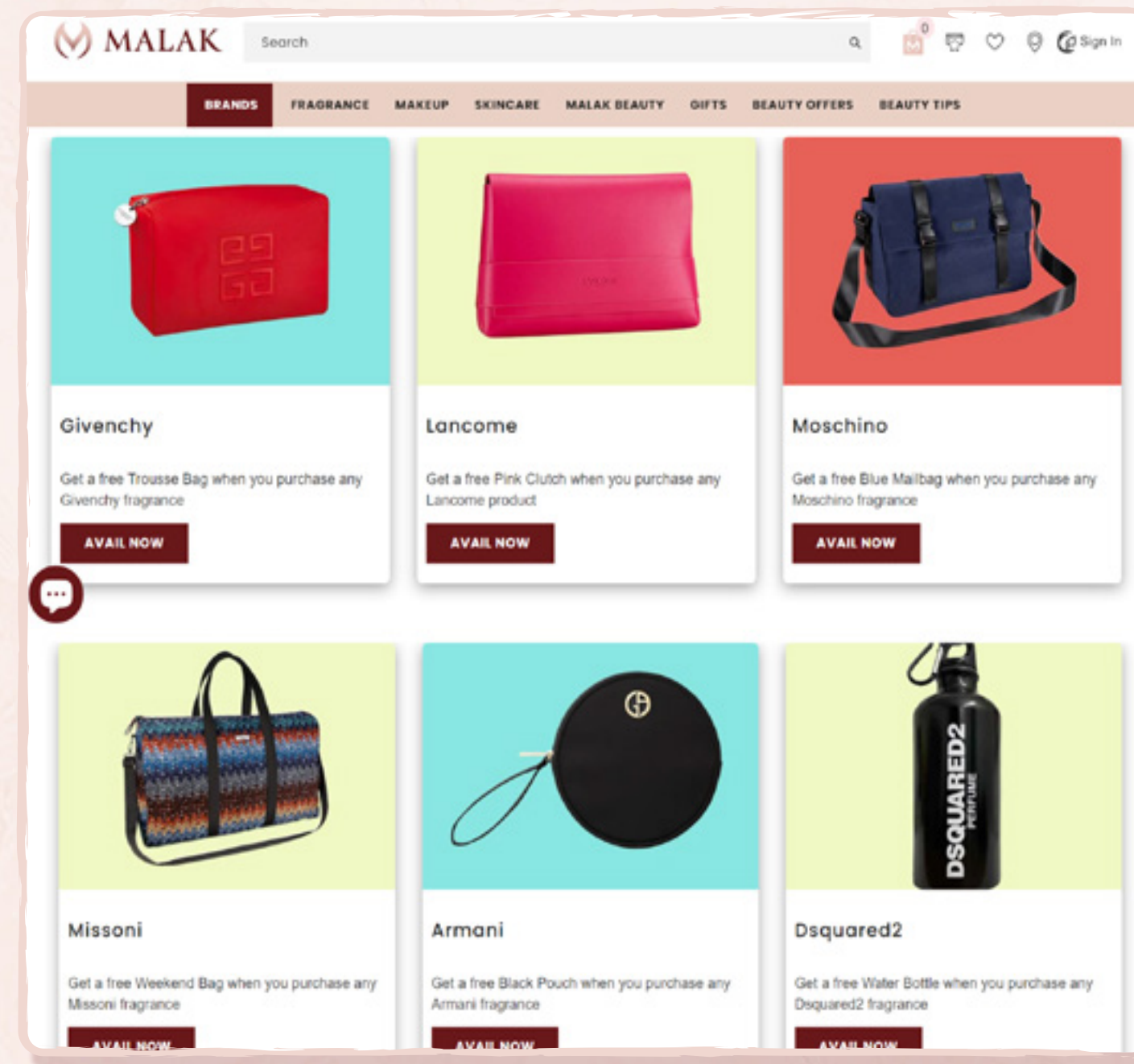
e-Commerce

Touch Points

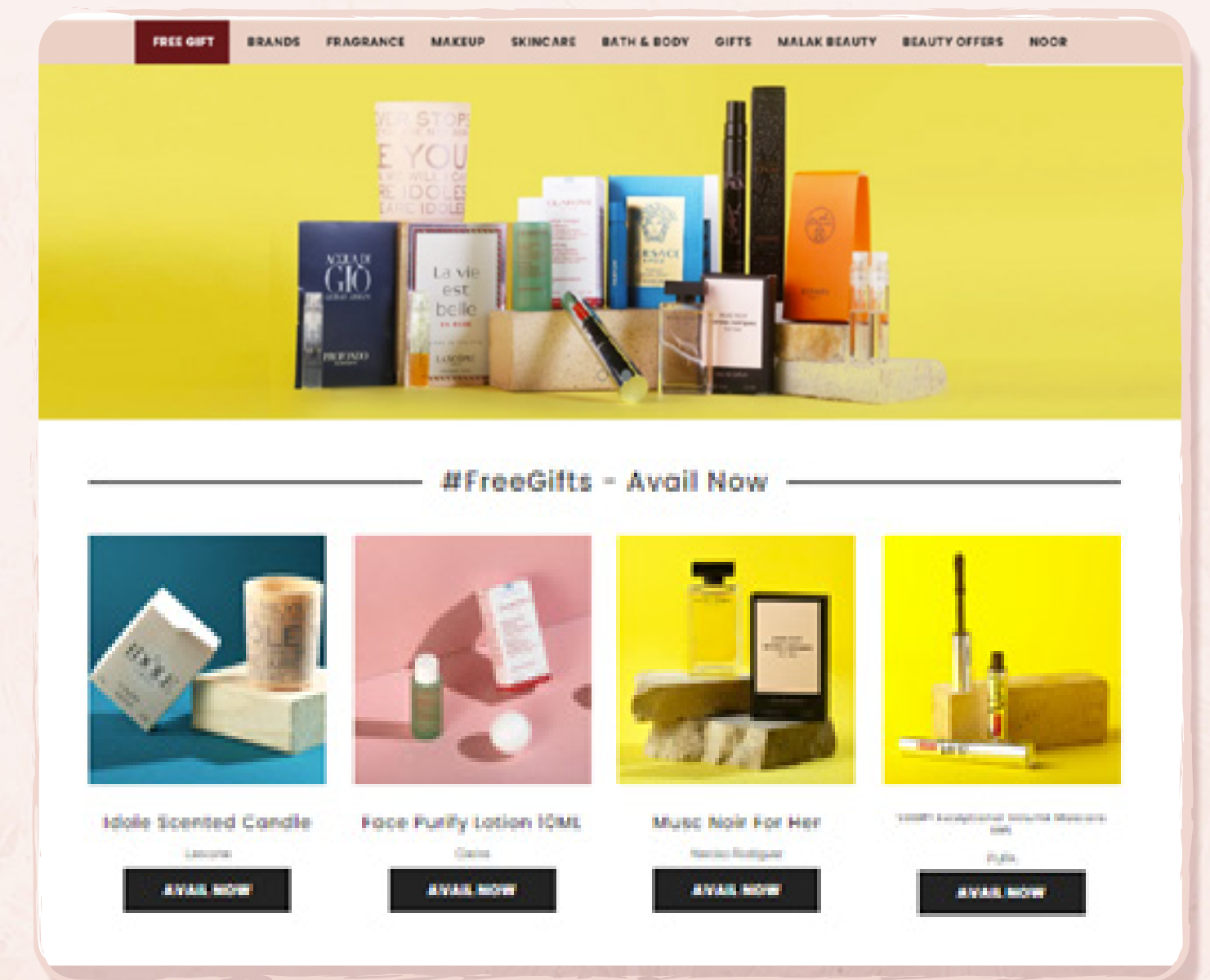
Home Page Banner



Beauty Offers



Sampling





RISE ABOVE THE REST

CRM





Noor

Loyalty Program

Noor, Malak's loyalty program rewards our most devoted customers, providing them with exclusive offers and experiences. Brands can collaborate with us to offer loyalty perks that build deeper customer connections.



The screenshot shows the MALAK website interface. At the top, there is a navigation bar with the MALAK logo, a search bar, and icons for shopping cart, wishlist, location, and sign in. Below the navigation bar is a menu with categories: BRANDS, FRAGRANCE, MAKEUP, SKINCARE, MALAK BEAUTY, GIFTS, BEAUTY OFFERS, and BEAUTY TIPS. The main banner features a hand holding a white MALAK Noor Loyalty Card on the left. On the right, the text reads: **TRIPLE YOUR POINTS** WITH NOOR ON FIRST ORDER. The background of the banner is a soft, glowing pink with bokeh light effects.



Emails & Sms

Malak stays connected with customers through targeted email and SMS campaigns. We provide timely updates on new products, exclusive offers, and events, ensuring convenience and personalization.

MALAK
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عيد مبارك

Gift Voucher
PKR 6000
upon purchase of PKR 40,000

GIFT VOUCHER DEDICATED FOR YOU BY MALAK.
You deserve to splurge a little.
Upon purchase of PKR 40K get PKR 6K. A purchase that brings a smile.

UP TO 20% OFF*
ON COSMETICS & PERFUMES
FOR LIMITED PERIOD 24 JUNE - 2 JULY. *T & C APPLY

NAJ-OLEARI
Italian Beauty

NEW BRAND ALERT!!!
Shop & Explore the newest addition of Naj Oleari Italian makeup, Exclusively at Malak Pakistan (available in-store and online) gifts up for grabs too!

WE ARE LIVE!
Malak is now online, shop your favorite product from the comfort of your home. You order, we deliver at your doorstep.

MALAK
The Divine Beauty

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If you no longer wish to receive email from Malak, unsubscribe here
www.malak.com.pk

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Aug 14, 2:00PM SMS |

Discover the magic of Lancome at our Skincare Day Tomorrow at MALAK, Cairo Festival City Mall! Enjoy exclusive discounts. Don't miss out!

Aug 15, 2:00PM SMS |

Exciting news! The luxurious skincare brand Neuth France is now available at MALAK Stores. Experience Parisian elegance.

Wed 7:29PM SMS |

Join us tomorrow at Malak, Mall of Arabia for our Neuth France event! Enjoy up to 20% off and receive a free Neuth France bag with purchases over 2000 EGP.

Wed 9:30PM SMS |

Discover your new favorite products and get pampered at our Beauty Event Tomorrow at MALAK Cairo Festival City Mall. Enjoy Up to 20% OFF!

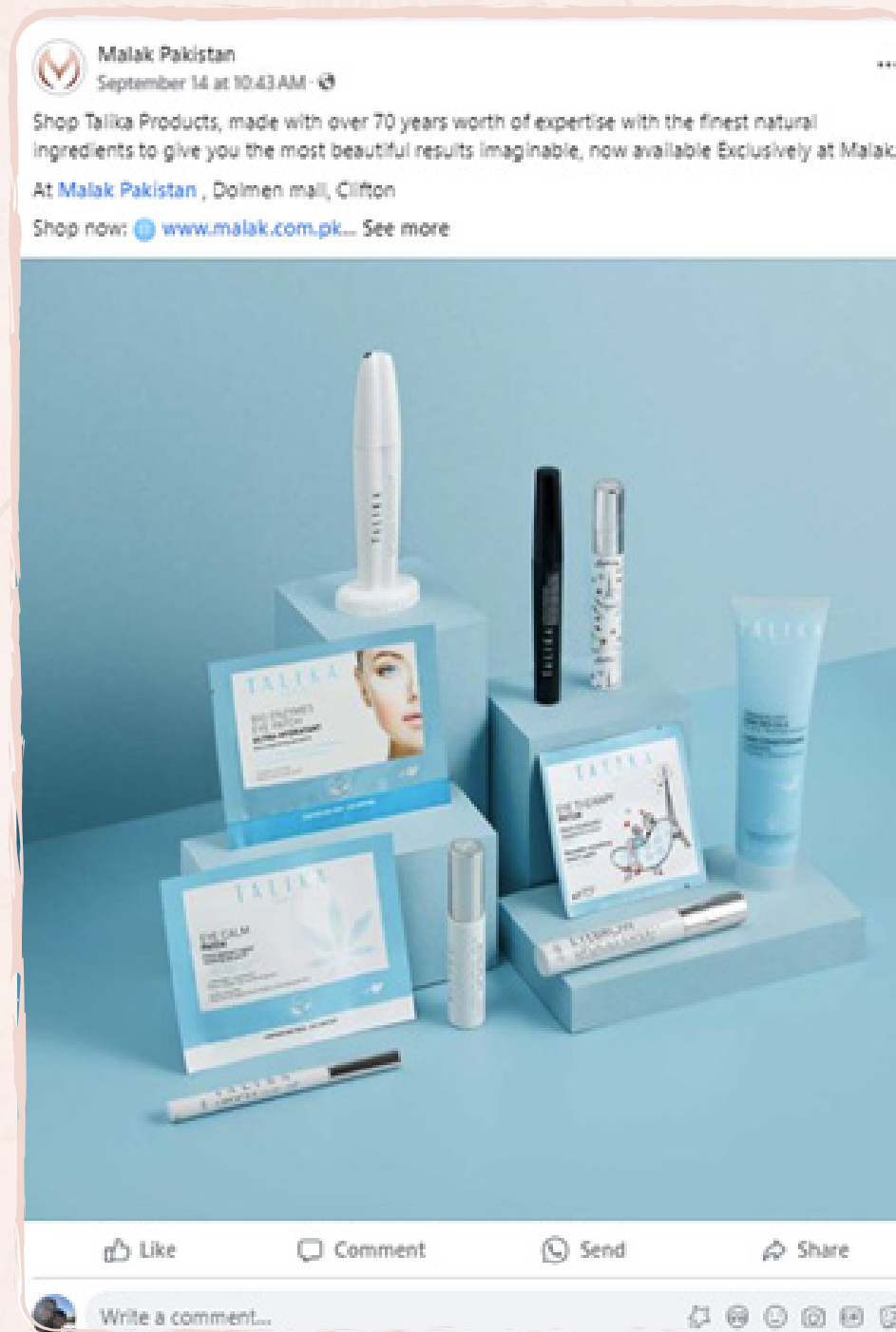
Fri 3:02PM SMS |

Indulge in a day of self-care tomorrow at Malak, Mall of Arabia



Social Media

Gain enhanced exposure through Malak's social media pages, connecting brands with a vibrant community of beauty enthusiasts and driving engagement across multiple platforms.



@malak.pakistan

@malakegypt





Marketing Calendar

<p>January</p>  <p>Fragrance Festival</p>	<p>February</p>  <p>Valentines Day</p>	<p>March</p>  <p>Mother's Day</p>	<p>April</p>  <p>Eid al Fitr</p>	<p>May</p>  <p>Noor Points</p>	<p>June</p>  <p>Eid al Adha</p>
<p>July</p>  <p>Play & Win</p>	<p>August</p>  <p>Independence Day</p>	<p>September</p>  <p>Beauty Month</p>	<p>October</p>  <p>Shop & Win</p>	<p>November</p>  <p>Black Friday</p>	<p>December</p>  <p>X-mas New Year</p>

Malak's corporate calendar gives a unique opportunity to the brands to participate in various Festivities throughout the Year, strategically aligning brands with key beauty trends and seasonal celebrations to maximize engagement and sales opportunities.



Growth Plan





Expansion Plans

Pakistan

SR NO	OUTLET	MALL	CITY	SQ FT	CLASS	OPENING
EXISTING						
1	MALAK	DOLMEN CLIFTON	KARACHI	4800	A	2023
2	MALAK	E-COMMERCE	NATIONWIDE	N/A	A	2023
3	MALAK	DOLMEN MALL TARIQ ROAD	KARACHI	1000	B	2024
PHASE 1						
4	MALAK	DOLMEN MALL	LAHORE	2200	A	2024
5	MALAK	PACKAGES	LAHORE	1500	A	2024
PHASE 2						
6	MALAK	DEFENSE Y BLOCK - FREE STANDING	LAHORE	1500	A	2026
7	MALAK	TBC	ISLAMABAD	2500	A	2026
PHASE 3						
8	MALAK	LUCKY ONE	KARACHI	1500	A	2027
9	MALAK	CENTAURUS	ISLAMABAD	1500	A	2027
PHASE 4						
10	MALAK	TBC	ISLAMABAD	1500	A	2028
11	MALAK	TBC	FAISALABAD	1000	B	2028
12	MALAK	TBC	SIALKOT	1000	B	2028

TOTAL MALAK	12 OUTLETS
TOTAL RETAIL REAL ESTATE	20,000 SQ FT



Expansion Plans

Egypt

SR NO	OUTLET	MALL	CITY	SQ FT	CLASS	OPENING	CONVERT TO MALAK
EXISTING							
1	MALAK	MALL OF ARABIA	CAIRO	4800	A	2023	
2	MALAK	CAIRO FESTIVAL CITY	NEW CAIRO	2500	A	2024	
PHASE 1							
3	MALAK	E-COMMERCE	NATIONWIDE		A	Q4 2024	
4	FORTUNE	CITY STARS	CAIRO	2400	A	EXISTING	2026
5	MALAK	GOLDEN GATE	NEW CAIRO	2500	A	2026	
PHASE 2							
6	FORTUNE	SAN STEPHANO	ALEXANDRIA	1700	A	EXISTING	2027
7	FORTUNE	NILE CITY	CAIRO	750	B	EXISTING	2027
PHASE 3							
8	FORTUNE	MAXIM MALL	NEW CAIRO	750	B	EXISTING	2028
9	FORTUNE	SMOUHA	ALEXANDRIA	900	B	EXISTING	2028
PHASE 4							
10	FORTUNE	LEBANON ST, MOHANDASEEN	CAIRO	2400	B	EXISTING	2029
11	FORTUNE	MALL OF TANTA	TANTA	1000	B	EXISTING	2029
12	MALAK	ASSUITE	ASSUITE CITY	1000	B	TBC	

TOTAL RETAIL STORES	12 OUTLETS
TOTAL RETAIL REAL ESTATE	20,700 SQ FT



Thank you