



PGE expands portfolio with Majorica pearls and French make-up brand Black/Up

Miami-based distribution and agency company Philippe Gerard Enterprises has added two major new brands to its portfolio, Majorica Pearls and Black/Up, a French make-up artist brand designed specifically for women of color.

Venturing into the jewelry category for the first time, fragrance and cosmetics specialist PGE will be representing Majorica pearls in the Caribbean and Mexico Duty Free (with the exception of the Aldeasa stores in Cancun airport and the Mexican department stores of Cancun).

“We will be the distributor for Majorica, although we will not hold inventory,” explains PGE President Jean-François Picot. “Orders from customers will be either cross docked in Miami or drop shipped from Spain.

“Majorica is a little out of our normal scope of business, but we were impressed by its renewed brand acknowledgment in the U.S. and its quality distribution in the U.S. department stores. We also have found a deep interest by retailers in the Caribbean to carry or carry again this brand, which

had been forsaken for some time. We also think that a diversification of our portfolio is appropriate for our future development,” Picot tells *Insider*.

Picot is also tremendously enthusiastic about the new make-up brand, Black/Up, which PGE will be distributing from inventory in its usual warehouse, throughout the Caribbean, with the exception of the French Antilles.

“Black/Up is a high-end cosmetic brand manufactured in France and in Italy, specifically created for women of color, bringing quality, elegance and style. Presently, there are no brands that have this unique concept,” says Picot.

“We are very excited to be the company that will bring to the Caribbean people of color, a cosmetic line of high quality, modern and elegant, fulfilling their specific needs. When we first approached the company four years ago, they weren’t ready to expand. But today, Black/Up can claim the number one spot in Make-Up in the French Antilles.”

In the two months since PGE announced that it would be carrying the brand, the reaction from Caribbean retailers has been “super positive,” reports Picot. “We have a lot of interest.”

Lionel Durand, Managing Director of Black/Up recently launched the company’s U.S. website during a presentation in New York. For more information, please contact PGE at jfpicot@pgeinc.com and go to www.blackupcosmetics.com.

Rihanna’s signature scent sells out in Caribbean



In its fragrance portfolio, PGE has launched the first Parlux fragrance from super songstress Rihanna, *Reb'l Fleur*. Rihanna, who is from Barbados, is considered a national icon in her home markets. This appeal has apparently translated into demand for her fragrance—PGE has reordered four times since launching the brand in February.

The 2-day launch in Barbados held March 5-6, drew hundreds of people.

While Rihanna was on Tour in Australia, her mother, Monica, did the reveal of the fragrance, and was very well received.



*Rihanna’s mother, Monica, (l) presented her daughter’s signature fragrance, *Reb'l Fleur*, in the launch at Cave Shepherd in downtown Barbados on March 6.*