
**A unique fusion of East meets West –
The 'Gift of Kings' for discerning guests**

The House of Amouage and ADA Cosmetics reimagine their long-standing partnership

Amouage, the Oman-based international luxury fragrance House, and ADA Cosmetics, the leading hotel cosmetics manufacturer, have extended their joint agreement for another five years. Having worked together to bring exclusivity to the hotel world since 2005, the partners now plan to capture additional customer segments and markets.

Kehl, Germany, November 2021 – For over a decade, Amouage and ADA Cosmetics have been behind the distribution of some of the most luxurious amenities in the world. Building on their successful partnership, the two companies have extended their agreement for another five years with ambitious plans for an altogether redefined and modernized Amouage amenities experience.

"We are always looking for like-minded partners who not only understand our creative quest, but are able to amplify what we're doing within their own realm of expertise," explains Chief Experience Officer Renaud Salmon. Enjoying exceptional momentum after a recent strategic and creative transformation, the House, which was founded in the Sultanate of Oman in 1983, is now focusing on growth potential in Asia and North America. "With our long-standing partner, ADA Cosmetics, we look forward to continuing to reinvent how we connect with our clients and set new precedents for fragrance innovation."

ADA Cosmetics Group CMO Gerd von Podewils: "The fact that Amouage has decided to extend its partnership with us is a clear sign of our mutual appreciation and constructive cooperation over the past years." With its unique legacy of over 50 fragrance creations that redefine the Arabian art of perfumery for the modern world, Amouage is regarded as a highlight in the portfolio of licensed brands distributed by ADA Cosmetics.

"We look forward to continuing our work with the Amouage team," Podewils says. He went on to explain that ADA Cosmetics' long-standing contacts with the hotel industry along with the cosmetic manufacturer's international production expertise form an excellent basis for accelerating Amouage's growth trajectory. The fact that ADA Cosmetics has recently taken steps to significantly rebuild and expand its sales structures in Asia and the USA also has a positive impact on the plans.

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Gerd von Podewils, Chief Marketing Officer ADA Cosmetics

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About Amouage

AMOUAGE is an independent international luxury fragrance House renowned for creating some of the most finely crafted perfumes in the world. Founded in the Sultanate of Oman in 1983 to be 'The Gift of Kings', the House has redefined the Arabian art of perfumery, garnering a global reputation for bringing innovative modernity and true artistry to all its creations. Masterfully paying tribute to its heritage, AMOUAGE is a unique fusion of East meets West that defines avant-garde opulence.

AMOUAGE perfumes carry a sophisticated signature that attest to unparalleled craftsmanship, quality and creative integrity. Its creations are available in more than 80 countries around the world through 10 standalone boutiques and a highly selective network of approximately 1,000 of the world's finest department stores, perfumeries and airports.

About ADA Cosmetics

ADA Cosmetics has been developing and producing high-end hotel cosmetics and dispensing systems for the hotel industry for more than four decades. The company currently serves around 20,000 customers worldwide, from luxurious 5-star resorts to business hotels to family-managed country hotels. Key accounts for Europe's leading supplier are primarily 3 to 5-star hotels.

Their portfolio includes more than 20 brands: from economy to luxury, from mainstream to boutique-style as well as bio-certified natural cosmetic and cosmetic product lines manufactured and distributed by ADA for renowned international designer brands. ADA Cosmetics is also an innovator and market leader specializing in modern hygienic dispenser systems.

The entire value chain of the ISO 14001 and Cradle to Cradle-certified company is geared towards eco-friendly, sustainable business practices. With headquarters in Kehl, Germany, and 700 employees worldwide, the company is active in more than 50 countries in Europe, the Middle East, Asia, and the USA. www.ada-cosmetics.com