

K STARS
c o s m e t i c s

THE OVERVIEW

“K is for the Key to the ultimate version of you”





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K STORY

The first spark of stardom



The world is full of brands, but this is not what women want, this is not what women need. Women need a companion for a change. An up-close and personal complement that fits in a purse and goes perfectly with an ardent smile.

K Stars whispers glamorously into the trendsetting world inspired by the Oriental divas and legacies, like an artist to a white canvas: an abstract vision seeing the light, a masterpiece taking shape and the final touches of a star-like signature.

It was just like yesterday when our quest for the most natural and glamorous of looks had to form the classiest of foundations for the sake of a woman-empowering establishment.

Our flawless highlight? The simple fact that we strictly produce in the biggest houses of France, Italy, Spain, Germany, Canada and the U.S. while getting inspired by the aura of our Oriental muses.

Exquisite in its finishes, urban and bold yet sophisticated and flattering...



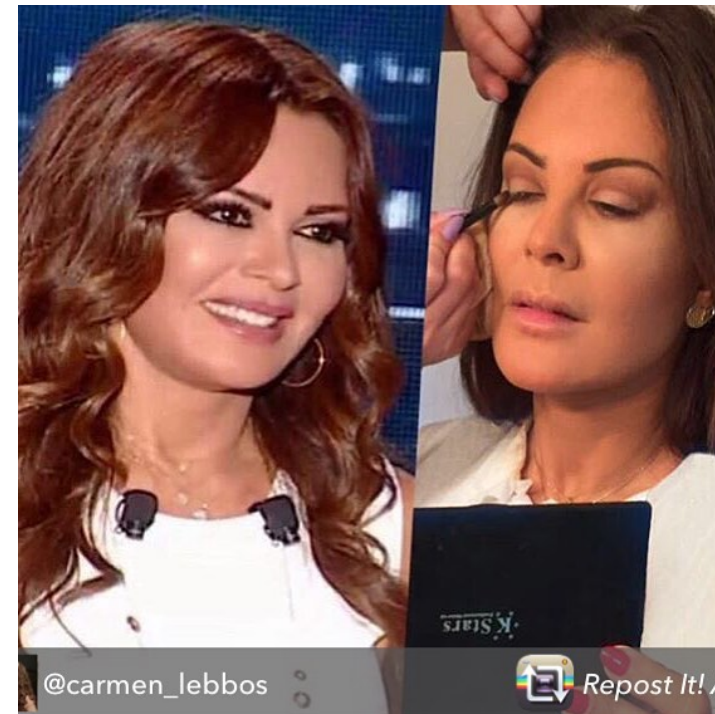
BRAND EQUITY

Top of mind indeed

Being one of the top of mind brands for the biggest makeup artists in the region, while surprisingly competing with timeless rivals with legacy was not a coincidence. It came after years and years contoured with expertise smudged by research.

K Stars was naturally *overlined* by the mastery forming its wide scope to reach every woman out there, not just the initial base of professionals it bloomed with.

This is how dense and how intimate our path has been, for just a few years now, overtaking the massive majority of TV shows, sitcoms, movies and more, being the preferred brand of personas in the hands that give them all their gleam.



ORIENTAL vs INTERNATIONAL

Mother of all glamour

At **K Stars** we take pride that our very first glimpse at fashion getting its spark from our own Divas, being constantly influenced and mesmerized by the avant-garde attire of Legends like Sabah, Georgina Rizk, Samira Toufik, Souad Housni,... And the list goes on and on with unforgettable showstopping legacies that were a few years back the first Hollywood of the world. Today, this glorious past led us to adopt International trends our own way, fusing the golden era with current trends and technologies, hence marrying today's taste with the timeless glamour of yesterday's splendor.





THE LOOKS

A feast for the eyes!

Our research for the trendiest yet most efficient look & feel to adopt will never cease.
In fact, it's becoming our major share of time, energy and financial investment.
Shifting endlessly towards modern and appealing packaging, constantly enhancing branding and visibility and paying grand attention to the slightest detail.

We make sure to collaborate with young and gifted photographers and creative directors for eye candy mood boards and seasonal shoots that compete with International makeup houses.

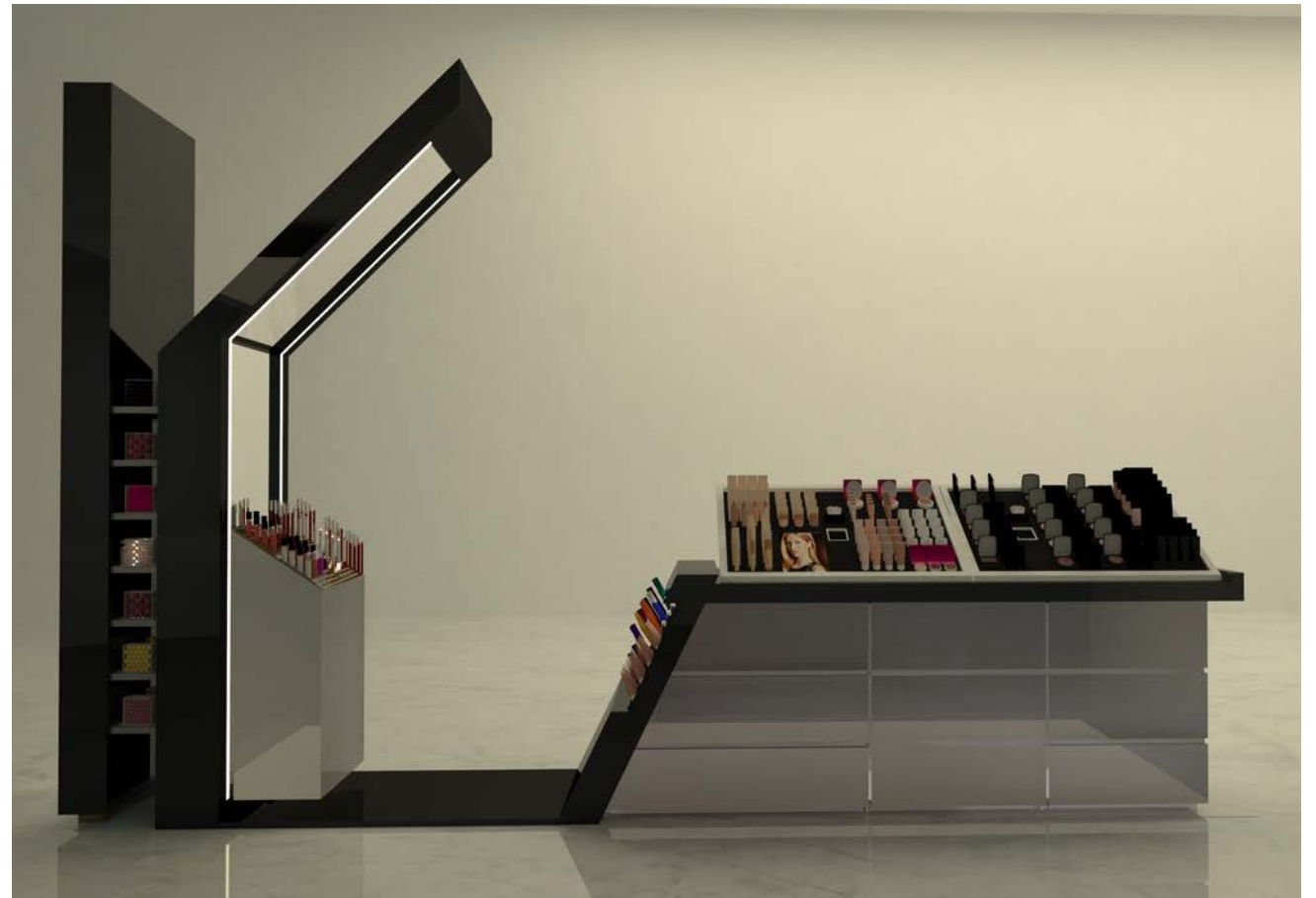
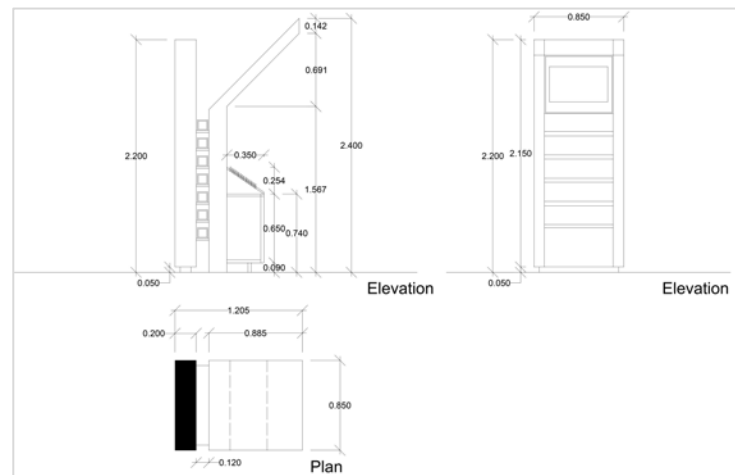




IN-STORE

On set magic

In order to grant our beloved family of clients the best a woman can get when it comes to Makeup techniques and trends, we made sure to deploy in each of our branches devoted and well-trained makeup artists. This conveys ultimately our culture and the story of each of our products, while making sure a genuine smile is the first and last impression to receive. The overall mood is neat, bright and modern.



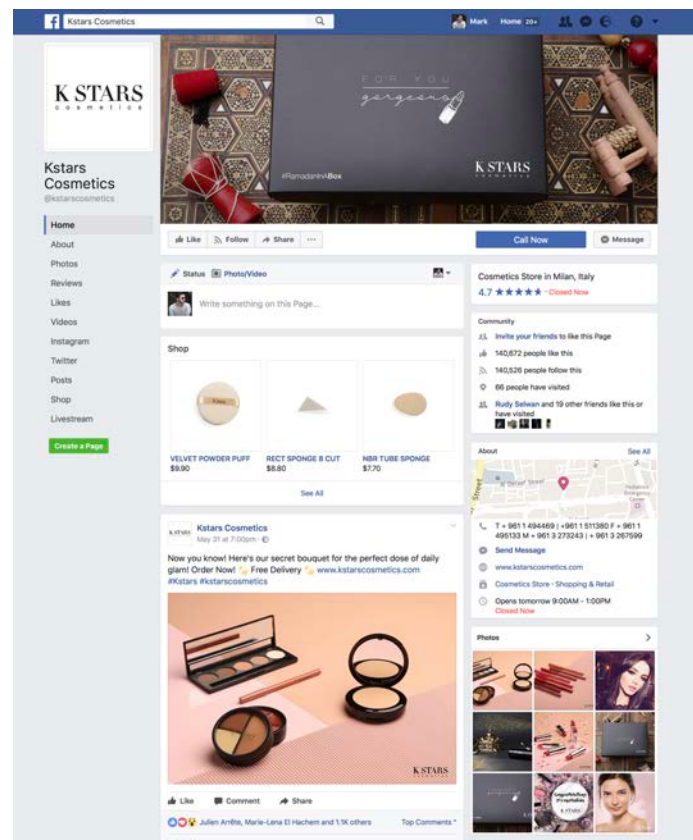
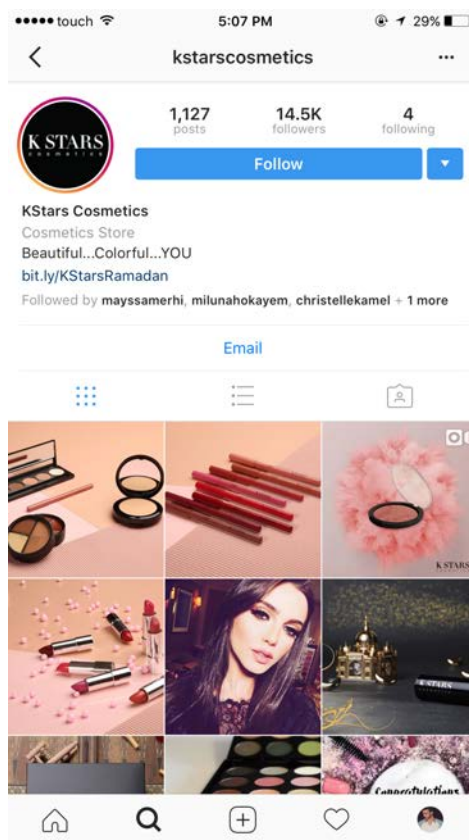
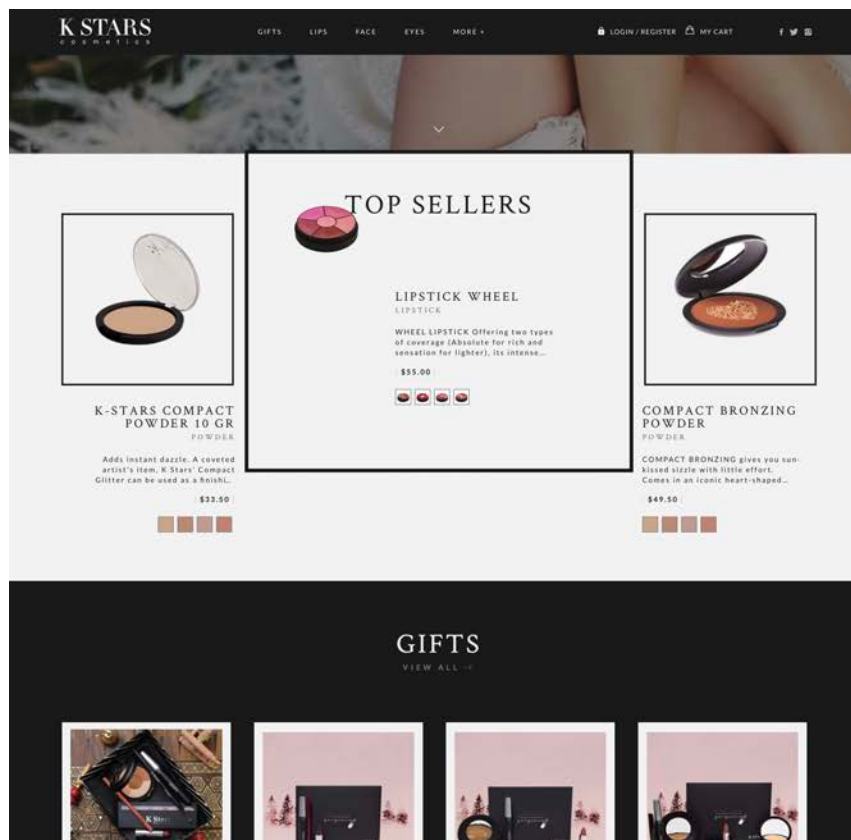


ONLINE

Digital is our middle name

The online world is everything to us. This is exactly why we never cease to conduct research and internal workshops from renowned International references in order to always be on top of technology and its efficient sales and marketing tools, not to mention the evident weight it gives to **K Stars** exigent image.

Our social media pages are managed by dedicated and full-fledged agencies following up-to-date strategies for viral growth, sophisticated ad campaigns, meticulous targeting and high engagement rates. Yet most importantly, each and every activity is translated into a website conversion, towards user friendly and swift online sales, through our simple and explicit E-commerce website.



EXPANSION PLAN

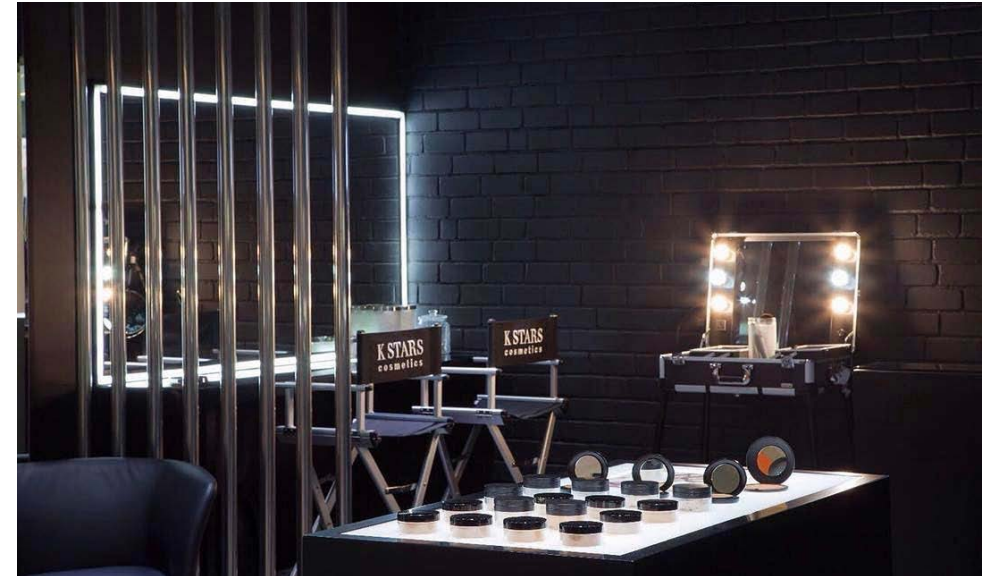
The empire

Today

- Lebanon
- Dubai
- Kuwait
- Qatar
- Oman
- Jordan

Tomorrow

- France
- Saudi Arabia





THANK YOU
