



Company **Profile**

Discover the Ultimate Destination
for Quality Cosmetics and Wellness
Essentials

IKEJA | IKOYI | LEKKI | ABUJA | ABIA

www.allure.com.ng





About **Allure Beauty Store**

Allure Beauty Store began its furor into the Beauty and Wellness industry in 2017 with cosmetics retailing and recommendation services to its loyal and ever-expanding customer base. We have since grown into a leading independent retailer of quality cosmetics and wellness products.

WIDEST RANGE OF SKIN CARE

We stock the widest range of skin care, make-up, hair-care, bath and body products stretching to meet the different needs of a diverse spectrum of customers.



CUSTOMER CENTRIC APPROACH

Our focus on consumer service is what has kept our brand leading and ahead of all our competitors, driving unparalleled customer satisfaction and loyalty.



Company Strategy

Allure Beauty Store will continue to grow its core cosmetics retailing business by increasing retail outlets throughout the region. New store concepts and e-commerce will be used to create even fresher channels for the company.



OUR VISION

To be the most loved beauty destination of our guests and the most admired retailer by our employees, associates, communities, partners and investors.

OUR VALUES



Give Wow
experience



Improve
always



Win
together



Love
what we do



Do what's
right



Champion of
diversity

Where we are...

The physical shopping experience at our retail outlets plays a crucial element of our overall company strategy and we pride ourselves as being very customer-centric. We are currently one of the largest retailers of beauty products with 10 physical stores strategically positioned across the country.

We have store locations at:

- 49 Opebi rd. Ikeja. Opp Spar. Lagos
- 4 Nurnburger Plaza, Adetokunbo Ademola Crescent. Abuja
- 35B Fola Osibo street. Lekki 1
- Abia Shoprite Mall, Umuahia
- Palms Shoprite Mall, By Ring Road Ibadan
- Tropicana Shoprite Mall, Uyo
- Vineyard Mall, Port Harcourt
- Ado Bayero Shoprite Mall, Kano
- Benin Shoprite Mall, Benin
- Ikorodu Shopping Mall, Ikorodu



E-COMMERCE

We also are operating a robust ecommerce strategy and addition to our physical stores we have a very strong online presence on Instagram and Facebook with a huge followership.

@allurebeautystore

We can also be found on Jumia, Konga and other e-commerce websites. We also sell directly from our own website www.allure.com.ng

Why you will love Shopping with us

We know our guests love the thrill of discovery, the rituals of self-care and the fun of self-expression. Our community represents all ages, genders, skin tones and abilities.

PRODUCTS

Allure Beauty Store sources over 2,000 SKU's from top beauty brands in the UK, USA and South Korea.

115+
BRANDS





CONTACT US

Explore our carefully curated selection of premium skincare, makeup, and wellness products that cater to your unique needs. Join us in embracing confidence and self-expression through beauty.

Ready to embark on a journey of self-care and transformation?
Visit any of our stores today or explore our online collection.

Our Corporate head office is located at.

📍 49 Opebi Rd, Opposite SPAR. Ikeja Lagos

✉ Beauty@allure.com.ng



WWW.ALLURE.COM.NG



Call us at
+2348062645004