



PARAMOUNT BRANDS

1. Our Story
 2. Our Brands
 3. Our Clients
 4. Our Contacts
-

Our STORY

We, Paramount Brands co, are a distribution company delivering world class high-end brands to retailers all throughout the GCC region.

We offer a wide variety of the finest products that cater to all your daily needs and requirements. Our unique catalog ensures incomparable options, varying from lifestyle, homeware, fashion and even wellness.

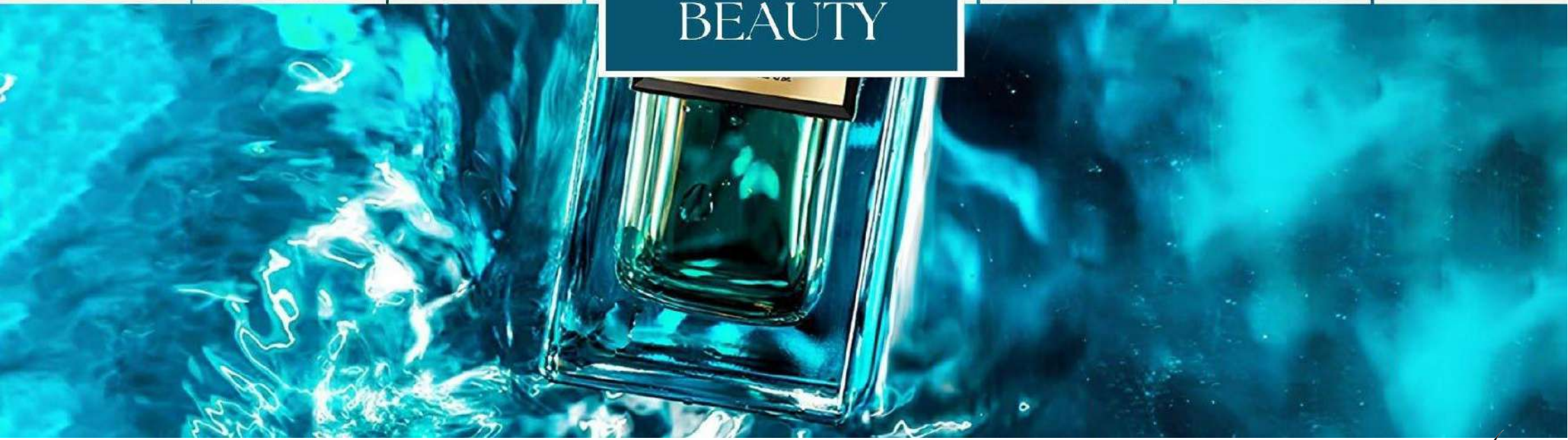
Our

Beauty Category

Our perfumes are high-end, made with the most delicate and beautiful scents, packed with tender, mesmerizing, and attractive notes. Choose what portrays you best and enjoy every spray of it. Be bold, be unique!



BEAUTY



RAYHAAN
EAU DE PARFUM

S
SALVEZZA

Hormone
PARIS

LALIQUE

DESIGNER SHAIK
ARABIA

Lattafa

BENTLEY

Prioni

ARMAF

JAGUAR

MAISON NOIR

FRENCH
AVENUE

FRENCH AVENUE

Designer French Avenue has more than 1000 perfumes in our fragrance base. French Avenue is a new fragrance brand. The earliest edition was created in 2021 and the newest is from 2025. French Avenue fragrances were made in collaboration with perfumers Jean-Louis Sieuzac, Carole Calmettes, Dominique Ropion, Miroslav Petkov, Elodie Bernard, Santosh Shinde, Dalia Izem, Anne-Louise Gautier, Shinichiro Oba, Jean-Christophe Hérault, Nathalie Templer, Amandine Galliano, Julien Rasquinet, David Benedek and Meabh McCurtin.





RAYHAAN

At RAYHAAN, our mission is to craft exceptional perfumes using the finest ingredients available. Collaborating with some of the industry's most talented noses, we are committed to delivering nothing but the best. We believe that luxury should be accessible to everyone, and each bottle of our perfume embodies this philosophy.

Our brand name is adorned with a unique design, crafted exclusively for RAYHAAN by a local calligraphy artist. This modern and abstract art piece beautifully merges tradition with contemporary style, reflecting our Middle Eastern heritage while appealing to the future. We aim to create fragrances that honor our roots and resonate with everyone





ARMAF

Designer Armaf has 324 perfumes in our fragrance base. Armaf is a new fragrance brand. The earliest edition was created in 2015 and the newest is from 2025. Armaf fragrances were made in collaboration with perfumers Christian Provenzano, Olivier Cresp, Vanessa Prudent, Mathieu Nardin, Ali Asgar Fakhruddin, Arturetto Landi, Alex Lee, Jordi Fernández, Quentin Bisch and Christophe Raynaud.

Armaf distributes its products across many countries, supported by the robust production capabilities of its parent company. The brand is recognized for its sleek packaging and commitment to accessible luxury, carving out a solid spot in the international fragrance scene. Guided by a philosophy of fostering strong connections with customers, suppliers, and employees, Armaf strives for excellence and top-notch service. Its focus on variety and value keeps it popular among fragrance lovers, striking a balance between creativity and inspiration.





LATTAFA

Lattafa Perfumes Industries L.L.C is Dubai's premier luxury perfumery, specializing in authentic Arabic fragrances. Founded on the values of kindness and pleasantness, embodying the luxury and elegance of Arabian culture. With a rich heritage and a commitment to sophistication, Lattafa makes the world of exquisite scents accessible to all.

Lattafa began as a vision to deliver high-quality, luxurious fragrances to local customers in the Middle East. Over the years, this vision has grown into a globally recognized brand, exporting to major GCC countries and beyond. Since its official launch in 1992, Lattafa has continued to honor its founders' legacy by crafting perfumes that capture personality, leave lasting impressions, and evoke positive emotions.

Lattafa offers an unparalleled online shopping experience, allowing you to explore and select from a vast array of luxurious products with ease. Whether you're at home or in the office, our user-friendly online store provides access to our extensive collection of perfumes, personal care items, and more. Our dedicated and knowledgeable staff are passionate about perfumes and are committed to helping you find the perfect scent at the best prices.





LALIQUE

The name Lalique evokes the brilliance of jewelry, the wonder of transparency, and the brilliance of crystal. Before it became a brand name, it was the name of a man, an artist of genius, René-Jules Lalique and of his heirs who shared his creative flame. Lalique Parfums has a unique signature that combines creativity in its bottle design with a quest for exceptional quality within its fragrances.

After 130 years of savoir-faire and creative excellence in the French "Art of Living", producing timeless creations: art objects, light fixtures, furniture, jewelry, fragrances and more – all "made in France". Indulge yourself with French craftsmanship with its wide range of men and women perfumes that take you on a dreamy trip upon the French Riviera.





DESIGNERSHAIK

Born out of a dream to build a brand that stands for opulence and distinction, the world of Designer Shaik represents a sense of style and taste that is rooted in Arabian heritage and the mystique of the desert sands. The intimacy and craftsmanship reflecting the pride, dignity and strength of culture originated from the unique Arabian experience represents the whole

passion and conceptual desires.

Designer Shaik is known for its boldness and this is no exception. The Shaik's exquisite flacons are dipped in 18 karat rose gold are designed to flaunt. Eternal, everlasting; a gift of romance with the power to transcend generations: a tribute as timeless as love itself.





BRIONI

Enveloping the wearer in an irresistible aura, Brioni fragrances are the ideal complement to the House's sartorial universe and add the last finishing touch to your outfit. Fragrances tailored in the spirit of Brioni garments, evoking a sense of wellbeing, confidence and deep emotional connection. Enriched with top-tier sustainable materials, each scent captures a different facet of the Brioni man and becomes part of who you are.

Conceived for modernity and delight. A powerful, unforgettable 100% natural-origin fragrance which is unexpected and reassuring, drawing on nature's precious ingredients.





SALVEZZA

Salvezza invites you to explore the splendors of your spiritual journey by offering you a unique voyage within your inner-self. From past to future, you will explore your true being as you cross different stages of maturity before you reach your ultimate peace and self-reconciliation.

After thorough experimentation and studying of the perfume market salvezza launched 7 unisex perfumes to cater to all different tastes and embody inclusivity while smelling divine. Salvezza's best seller is X eau de parfum a sweet and sugary feeling mixed with the calmness of a natural vanilla extract. A sentimental fragrance that leads you to an optimal state of relaxation, satisfaction, and calmness. To reach ultimate state of sublimity and tranquility Salvezza helps you take control over yourself, shifting the focus from the outside to your inner-self.





MAISON NOIR

Maison Noir was born from the unbound passion for unique and high-quality scents that inspire people to follow new paths and empower them to be whoever they want to be.

Maison Noir is unisex and uses only the best ingredients to realize long lasting formulas with distinct signatures. All our fragrances are crafted by the most talented individuals at the industry's leading perfume houses.

At Maison Noir we do not only create perfume but develop worlds of scent. We shape experiences which requires us to carefully follow a creative process in order to meet the standards we strive for. This takes time, which we are happy to invest.





HORMONE PARIS

Based on numerous studies and findings, that there are millions of ingredients being mixed together to make a specific essence to change the mood and the personality of the consumer that plays a major role in their personality. In every perfume, this brand targets a specific hormone present in our body, and with the right ingredients once mixed the magic happens and they manage to influence your hormones since all of these hormones are in our bodies, but they are initiated by these ingredients. Each perfume is created to induce a certain hormone like oxytocin or serotonin based on research and backed up by science. Hormones dictate our life and are of great importance so investing in our hormones is a must.





JAGUAR

Almost 30 years ago, JAGUAR, renowned creators of the world's most aristocratic and stylish car, put its mark on a unique men's fragrance. Jaguar For Men was designed to live up to the lifestyle of a sophisticated gentleman, one who dresses elegantly yet with ease and knows how to combine fashion with it. This masterpiece has become a true classic among fragrances.

The legendary fragrance composition: a citrus-herbal fragrance reflecting the classic image of Jaguar. A harmony of bergamot, grapefruit, tangerine and orange evokes a note of freshness as a touch of gardenia gives it an original accent. Sensuality comes from its "heart" with nutmeg and cloves, while sandalwood, pine and cedar mix with patchouli for mysterious overtones. All based on masculine notes of amber, tobacco and leather.





BENTLEY

The Bentley Fragrance collection draws on a prestigious world of rare natural ingredients to create remarkable fragrances. Developed with the finest artisan perfumiers and glassmakers, each fragrance has passion, time-honored tradition and elegance distilled in to every bottle.

Potent and precious materials are the essence of our extraordinary fragrances for men, each of which captures the essence and spirit of Bentley. The scents are bottled in elegant designs inspired by the streamlined curves and exceptional materials that make Bentley cars so distinctive. Three fragrance collections for men have been designed in this unique range; Bentley For Men, Bentley Momentum and Bentley Infinite.





GRÈS

Founded by Madame Grès, a seamstress who loved dressing women, especially actresses, and who long occupied center stage in the world of haute couture, the Maison Parfums Grès designs its fragrances like exquisite and seductive costumes that women wrap around themselves, holding their own in the game of life and leaving the scent of a divine comedy in their wake.

The Maison Parfums Grès is dedicated exclusively to women out of love and admiration for them as Alix Grès, the designer herself, was a woman who created for women only. Life is a stage, rich in emotions and replete with twists and turns, and on which each woman strives to be herself or to put on a performance to land a leading role.





Our

LIFESTYLE

Thanks to our lifestyle brands, we can now embody the values, aspirations, interests, attitudes, and opinions that you have, in order to find yourself in every product and make all your needs available. We seek to offer a wide variety of products that will redefine your way of life.



LIFESTYLE



SECRID

NOOZ
OPTICS

boyhood

equa

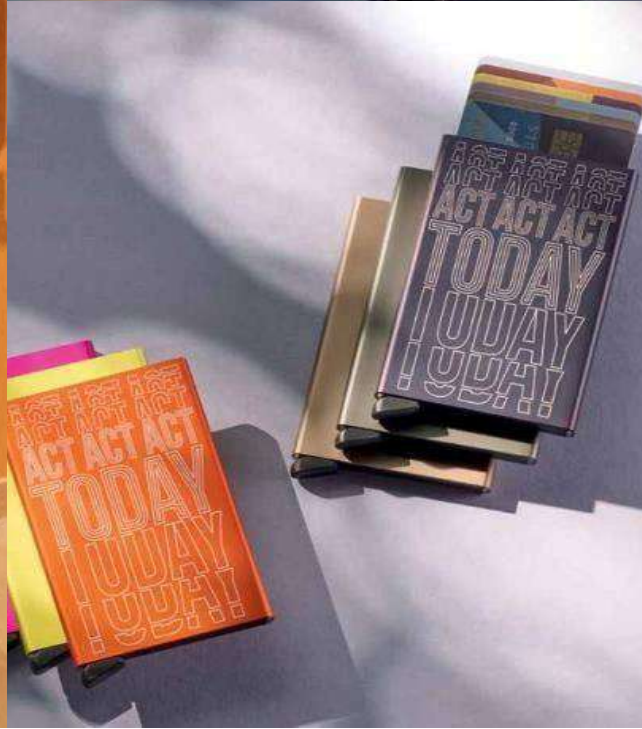
UCON ACROBATICS

SECRID

Since the start of the Secrid journey 27 years ago, they have continued to merge their backgrounds in fashion and product design to create pocket-sized essentials, right in the Netherlands. In 2009, Secrid introduced its first Card protector. In addition to being surprisingly handy, it is also beautiful and magical. Behind this pocket wear from Secrid lies a new world. A practical and innovative product line which has received multiple international awards for its quality and innovative features. Millions of people around the world have been using them daily for years.

But most importantly, Secrid want people to discover how much influence their consumer behavior has, because with every purchase, a piece of the world changes. They link this awareness to the products. With Secrid, you're carrying something good: an ethical product that is socially and sustainably produced, long-lasting and should the need arise – repairable. As a consumer you have more power than you think, because with every purchase you make, you influence the industry. Their products are therefore not only practical, but also an inspiration to consume in a more conscious way. With an eye for the world and the people around us.





NOOZ

A family business and French endeavor since 2015, NOOZ have been striving to create eyewear that genuinely makes everyday life easier. Committed to creating high quality products at the right price.

Looking at the world of eyewear from a different angle helps us stay ahead of the game. NOOZ's clients are their source of inspiration and every product created for them is designed to meet their needs.

Each creation is a step forward, making them easier to use, more durable and long-lasting, and not to mention stylish! Nooz will answer all your needs whether it be corrective lenses for farsightedness, protection from the sun, or blue light filters... for the whole family! Designed to move with you. Designed to last. Eyewear designed to make everyday life easier. NOOZ embodies innovation, accessibility, practicality, and simple design.





BOYHOOD

Boyhood is a danish design brand who design and produce Contemporary Collectible Wooden Icons.

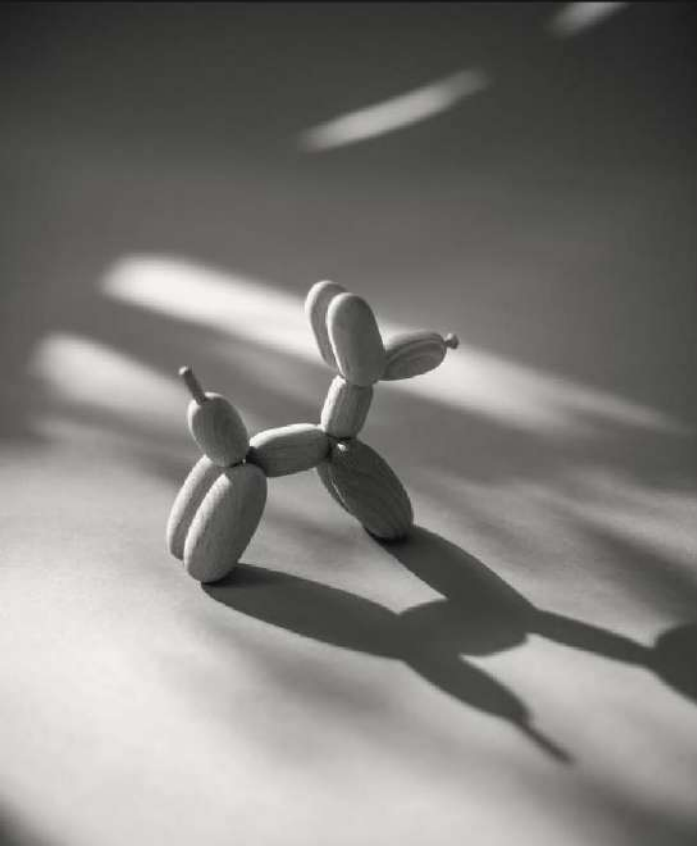
Our vision To design and produce high quality contemporary design collectibles with a stroke of humor and childhood memories and distributing these in select retail stores globally.

We are proud to have teamed up with some of the world's most recognized and iconic brands to make unique contemporary collectible wooden figurines. This concept is unique - wooden licensed collectibles exclusively made by solid wood has not been seen before!

We create and produce the figurines in close collaboration with each brand to ensure the correct balance between recognizability and design. We strive to add our strong Scandinavian design tradition into the process and the design.

We continuously work on making new exiting collabs with both global and local brands, and our ambition is to be market leaders of wooden licensed exclusive collectible figurines.

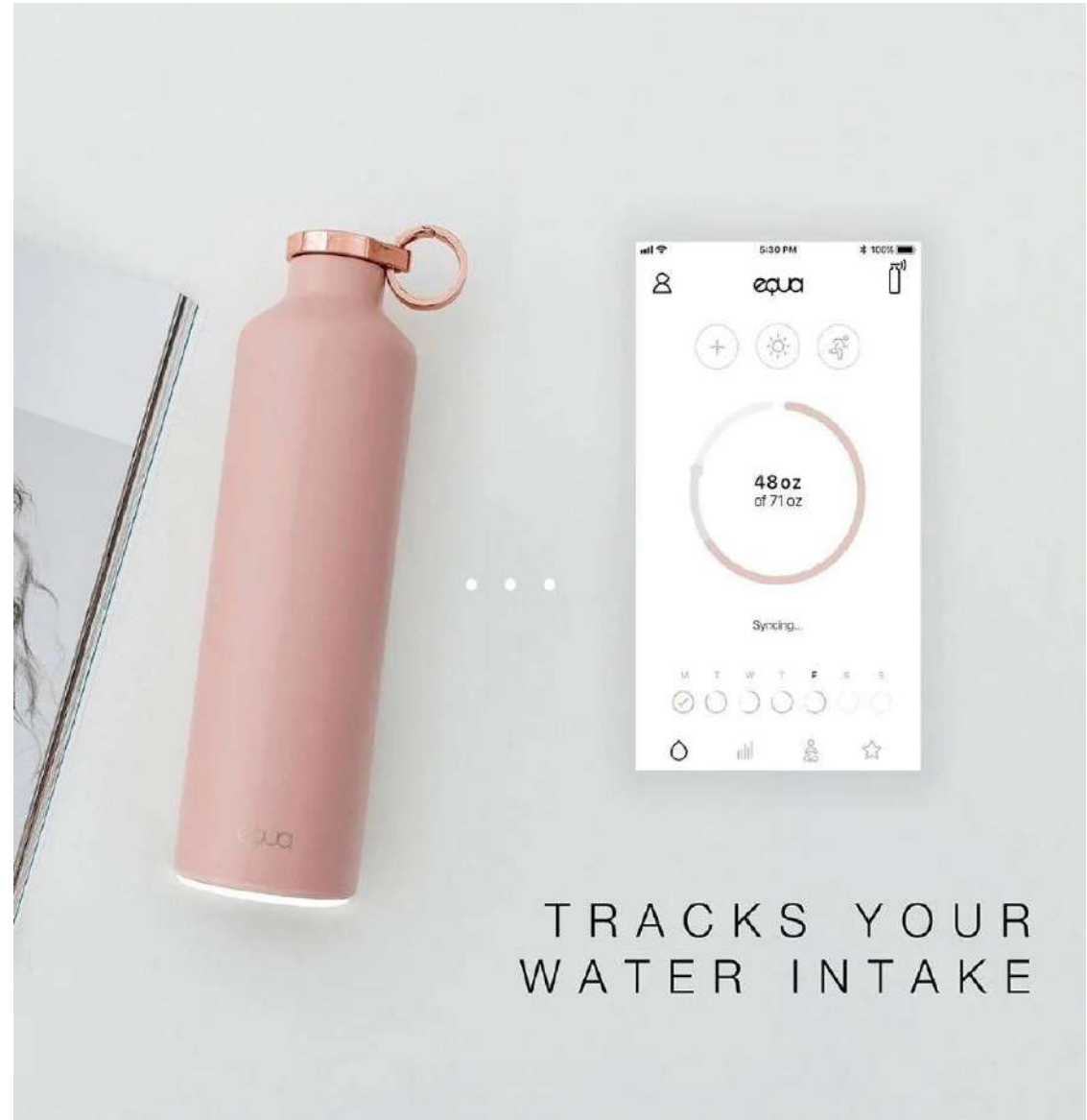




EQUA

Equa's mission is to raise awareness about the importance of hydration and nature preservation. Plastic bottles are wasteful and unsafe for water storage so equa created this brand to remind people the importance and being healthy and sustainable for the environment, present with you throughout your day. Feel better, look better, do better.

Always be at the top of your game with equa's minimalist and convenient design, plenty of options to choose from BPA free, smart, and even glass. Equa has kid friendly options as well with chic design that captures cartoon elements and colors. We strive to provide products made of best quality accessible world wide and satisfying all kinds of tastes. Equa is simply here for your health and nature's wealth.



TRACKS YOUR
WATER INTAKE



UCON ACROBATICS

Living and working in a vibrant city like Berlin is a privilege because a kaleidoscope of cultures comes together here. Little things that others might miss are our source of inspiration. Every day is a small adventure and not a list filled with to-dos that need to be checked, or problems that need to be solved. Truly living everyday life and turning ideas into reality without compromising on our values, quality or ourselves – this is our commitment. Ucon Acrobatics. Balance and agility in everyday life.

Over the last two decades we have been able to continuously develop our know-how regarding high quality production and thanks to our long-term cooperation with our loyal partners, we have also managed to grow in ecological and procedural areas. Skill and quality are more important to us than the lowest production price, which is why we have been working with our main sewing factory since 2015. Made from synthetic fibers which can be more robust than cotton and lighter at the same time. Ucon motto: “minimal design, minimal emission”. This approach is driven by the belief that less can actually be more, and that nothing should suffer for a quality product – not humans, not animals and not the environment.





Our

HOME

Make your life easier with our kitchen ware. We offer a wide variety of appliances designed to make your life easier and healthier. Add a modern touch to your kitchen with our household equipment and accessories.



HOME



LSA
International


ICHENDORF.
MILANO

stelton

koziol
Made in Germany

 **Legnoart**

ZiiPa
— LE GOÛT DE L'EXTÉRIEUR —

GEFU[®]

deejo

AKINOD

**RIG
TiG**

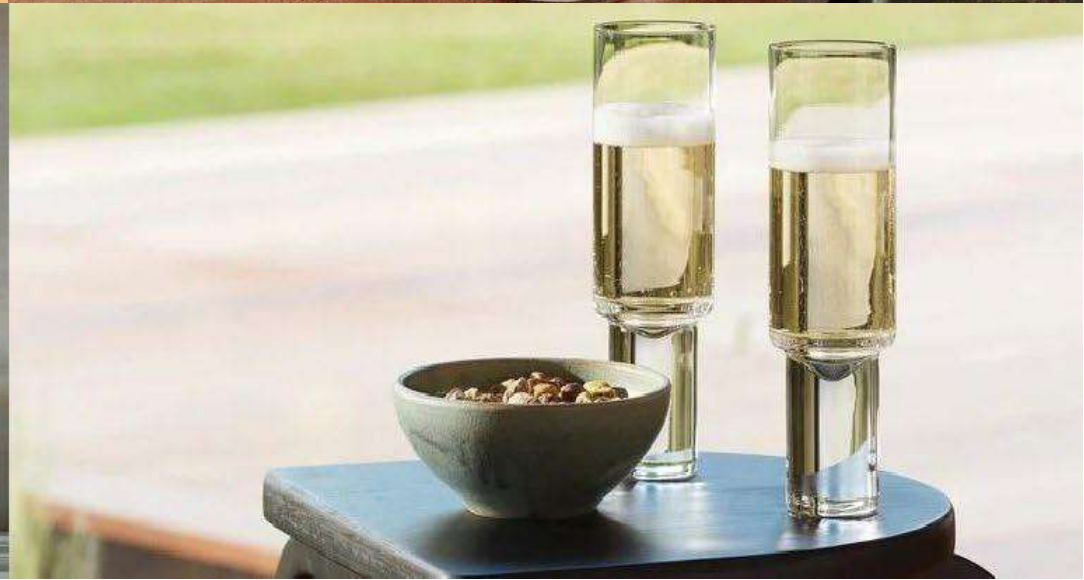
qeeboo

LSA INTERNATIONAL

LSA International is a London-based design studio specializing in contemporary handmade glass. Our ambition is to use skilled craft to create thoughtful, considered designs with intrinsic value. They design for people with the aim of understanding the purpose and the environment in which our products are used. Thoughtful, considered design. The design process is inspired by the way people live. LSA follows a sustainable approach that goes beyond aesthetic to create something of value. They are conscious of the responsibility to reduce environmental impact. LSA's intention is to create useful, relevant products which endure quality and includes investment in solutions which address environmental issues.



SELECT



STANDARD



SIGNATURE



ICHENDORF

Ichendorf company history began back in the early years of the twentieth century in a small town near Cologne, named Quadrath-Ichendorf. There, many master-glaziers used a mix of substances, among which was silica, to give shape to objects able to meet the refined taste of that period. A stylistic code defined by precious ornaments, which had the undiscussed leading role of the collections proposed up until the fifties of the past century, when a very important change is established: to favor clean shape and purity of material. Old form and adornment were abolished, in an endless search for new, popular and no longer exclusive appearances. That leads us to the creation of modern designed objects. In 1990 Ichendorf style center is established in Milan, creative point of convergence of artists and designers.





STELTON

Stelton is an innovative Danish design house, founded in 1960 with an ambition to create timeless and functional design, which makes everyday life more beautiful. Design, which is sustainable because it stands the test of time aesthetically and quality-wise, so it can be cherished for years and passed on to future generations. Its design comes from result of fruitful collaborations with international designers and architects. Collaborations which have often been awarded with design prizes like Red Dot, German Design Award and the ID price. Stelton's products must have a purpose, meet our customer's needs and be functional. We believe in simplicity and Scandinavian minimalism. Form and function must create a synthesis that embodies innovative and multiple ideas with regard to concept, design and materials. Our guideline is: "less is more". Stelton's design philosophy comprises four main points: timelessness, simplicity, functionality, and innovation.





KOZIOL

Koziol is a family-owned business in its third generation. Production has been located exclusively at the company's headquarters in Erbach/Odenwald since 1927 – in the center of Europe and all under one roof. Over the past decades, the company has reinvented itself multiple times with a great deal of pioneering spirit and courage. Design, creativity, and sustainability are still core values of the brand today.

The company, production, and all products have been proudly climate neutral since 2021. We save more than 70% through our own measures, and we compensate for the remaining CO2 emissions by intelligently reforesting a forest on the German island of Rügen with climate-resistant tree species.





LEGNOART

The art of loving woodwork has a name and its Legnoart.

This is a talk of meetings and passions, travels and discoveries. This voyage has involved artisans, designers, lumberjacks, chefs and winemakers who have shared with us their dreams of creating objects for cooking and wine tasting based on Italian traditions and wine and food culture. Passed down from generations, design is the commitment that they put into every project in order to achieve perfect expression.

Legnoart strives for excellence because they want the products to be enjoyed and valued as family heirlooms for generations. They offer ritual objects for hosting a tasting and allowing the spirit to the sensorial perception of a culture that dates back through the centuries. We don't go looking for profit at any cost; we respect the environment and natural raw materials. The wood from our products is protected and finished exclusively using organic oils, or with a special thermal treatment which hardens it, making it more compact and protected from parasites.

High technology is a function of ecology.





ZIIPA

This is the story of ZiiPa:

lovers of pizza, Italy and the dolce vita.

At ZiiPa we love beautiful objects, creating and developing is what we know best. So we mixed the two and decided to create ZiiPa, a French brand.

It all started with PIANA, the first compact, innovative and colorful pellet pizza oven!

And as for us every occasion is a pretext to share good moments with friends or family, around a good pizza fatto con amore, we said to ourselves that we would not stop there...

Welcome to the world of ZiiPa, the taste of the outside.





GEFU

Gefu stands for innovative products, top quality, reliability, sustainable customer benefit, and for the pleasure of cooking and the enjoyment of food. The GEFU brand can be trusted always and everywhere by customers, traders, business partners and employees. This is how it has been, is now and will continue to be. Gefu brand provides orientation, create identity and set welcome markers which consumers can trust in the storm of communication experienced in an increasingly digitized world.

Cutting. Grating. Slicing. Molding. Pressing. Barbecuing. Frying. Seasoning. Coffee and Tea. Decorating and serving. The clearly organized and structured theme worlds from GEFU offer enthusiastic culinary artists just everything their hearts desire. For each occasion and event: from Sunday brunch to a convivial barbecue, from removing cores to preserving fruit and vegetables, from steaming to baking, from breakfast to dinner – and from fine to coarse.

In GEFU's extensive range, enthusiastic cooks and gourmets will not only find everything very easily and quickly but they can simultaneously get inspiration from new ideas and theme-related possibilities.

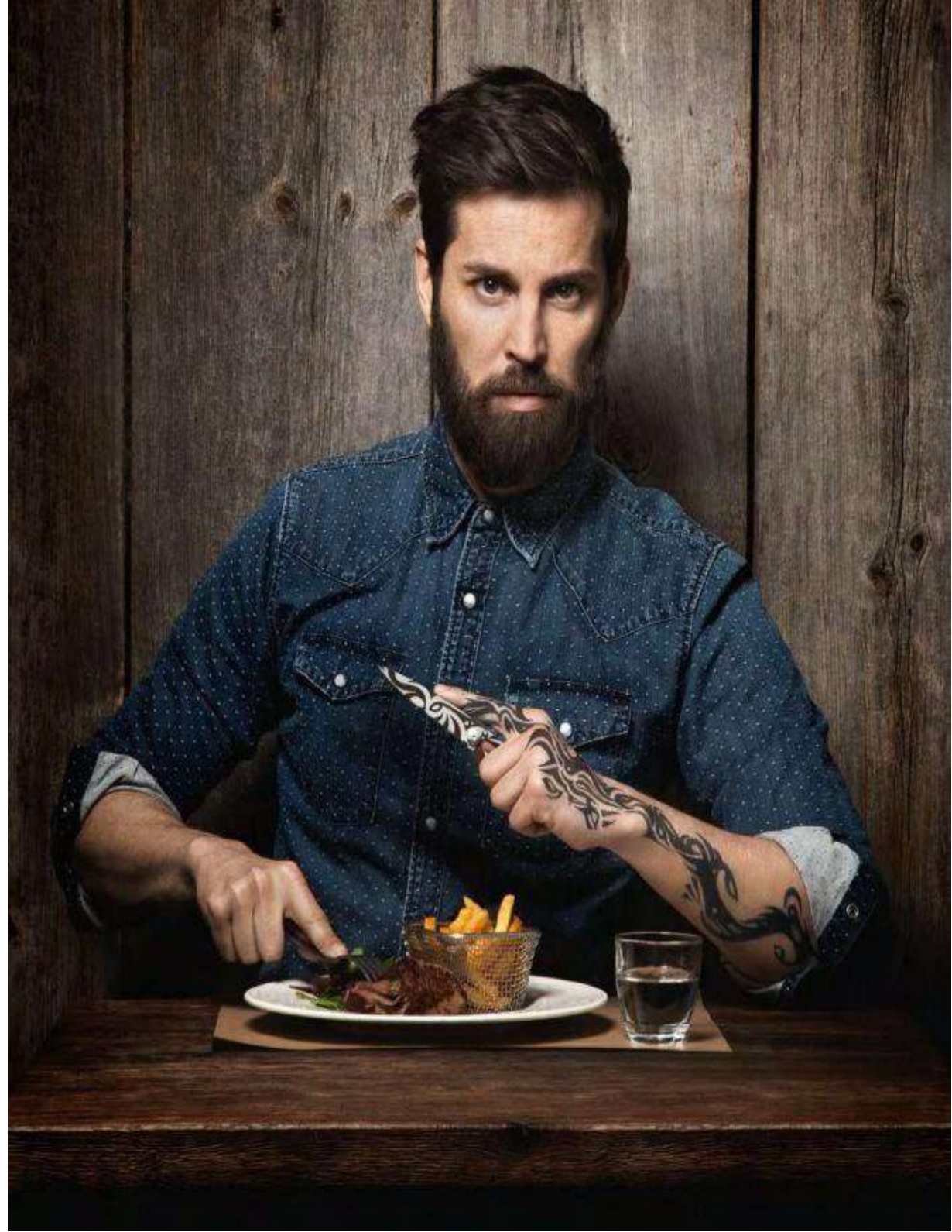




DEEJO

The deejo began as a desire to (re)kindle the pleasure of having a knife in your pocket when you need one. We wanted it simple, light—ultra-light—without any compromise on size, so that everyone could enjoy what really matters: a perfect cut anywhere anytime. There are deejos for everyone, for every mood and every taste, for his and for hers.

And the story continues: Deejo innovates beyond the traditional knife by offering 'tattoos'. Tattooing a knife, just like tattooing on skin, personalises a Deejo even more, adding a whole new dimension: identity. Diverse patterns and images inspired from the tattoo world adorn the Deejo blade, allowing you to create a treasured object, an individual piece that is uniquely you.

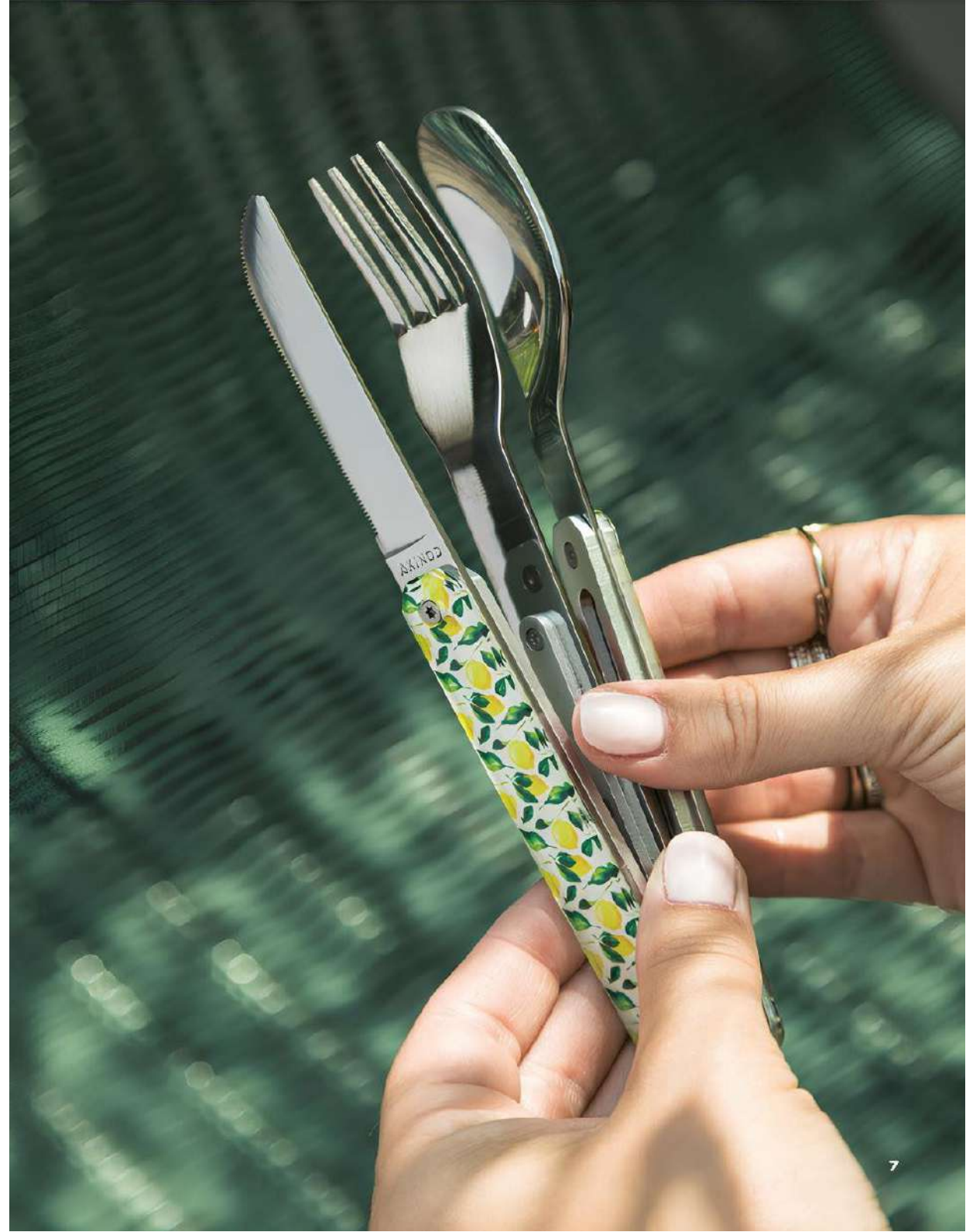




AKINOD

Akinod was born from our desire to give everyone the freedom to eat anywhere. That's why we designed sustainable and beautifully-made accessories for people on the go, that allow them to rediscover the joy of simple and delicious food while adopting eco-friendly habits at every meal.

Unique, useful, and durable, Akinod products, named after the time of day when they are most likely to be used, are a must-have for modern epicures.



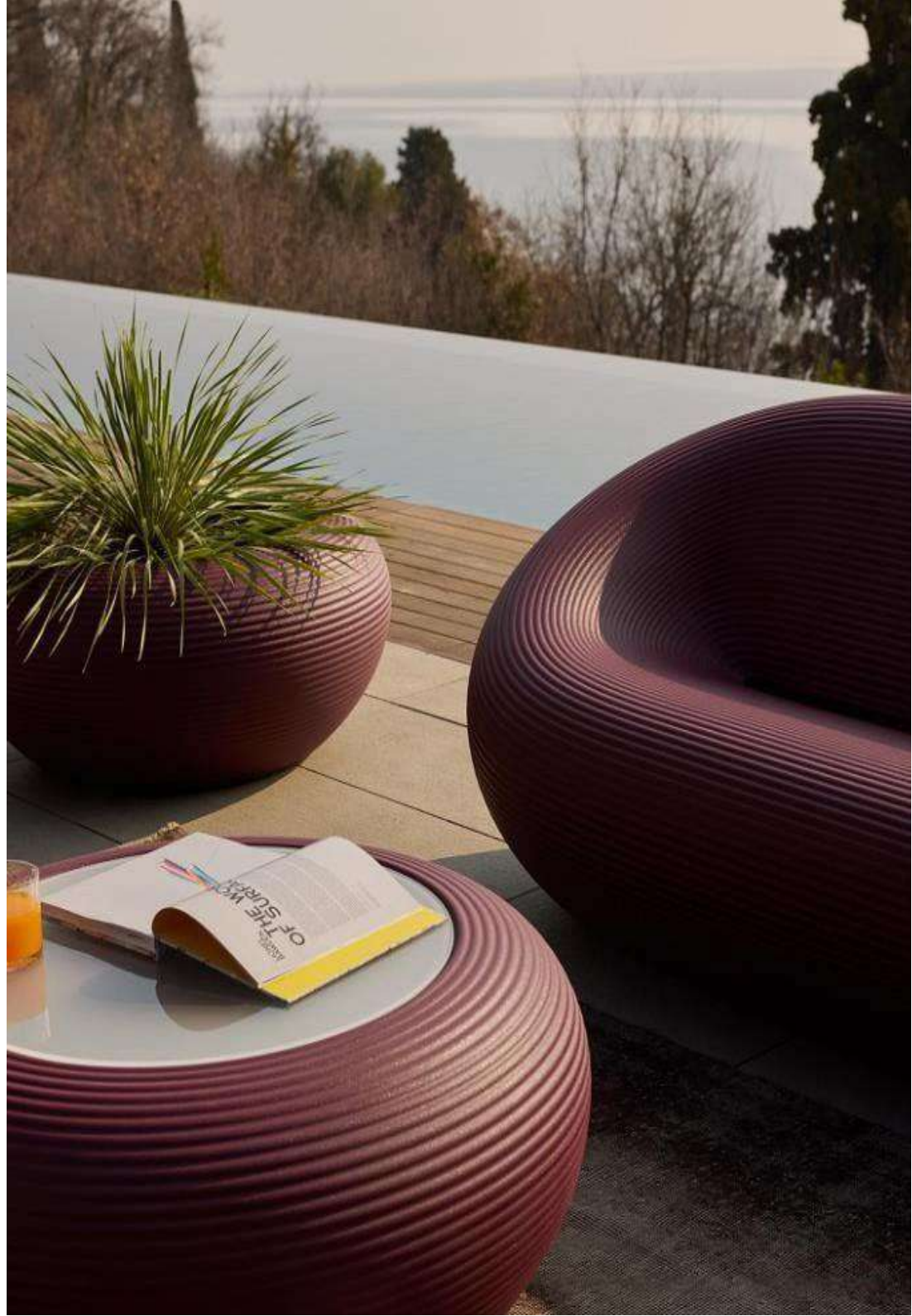


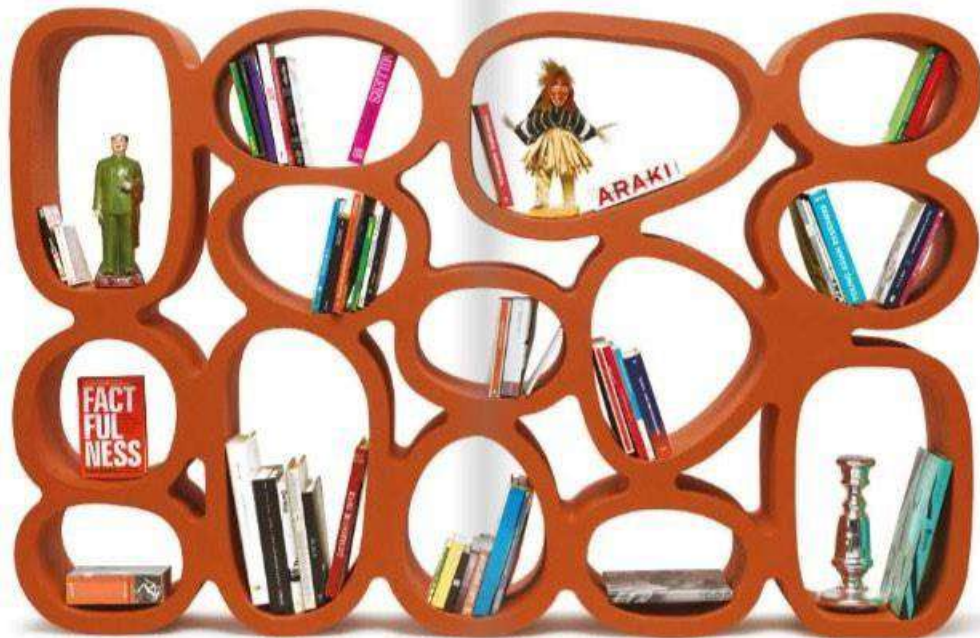
QEEBOO

Born and launched in 2016 in Milan by Stefano Giovannoni, Qeeboo is an Italian design brand that empowers self-expression with creativity. Its narrative objects are a result of a design culture that combines thought, vision and emotion with the purpose of bringing individuals into worlds in which they feel free to reconnect with their most creative side.

Simultaneously, the ideas and products created want to relate to people's stories, populating their lives while giving new meanings to their everyday spaces.

With a twist of pop, wonder and culture Qeeboo's creations are consciously thought to enhance the style of each individual bringing originality to the environment, arising a sense of surprise, still maintaining a rigorous attention to details and final high-quality. Qeeboo gives a soul to its creations with the aim of awakening individuals' emotions, imagination and creativity.

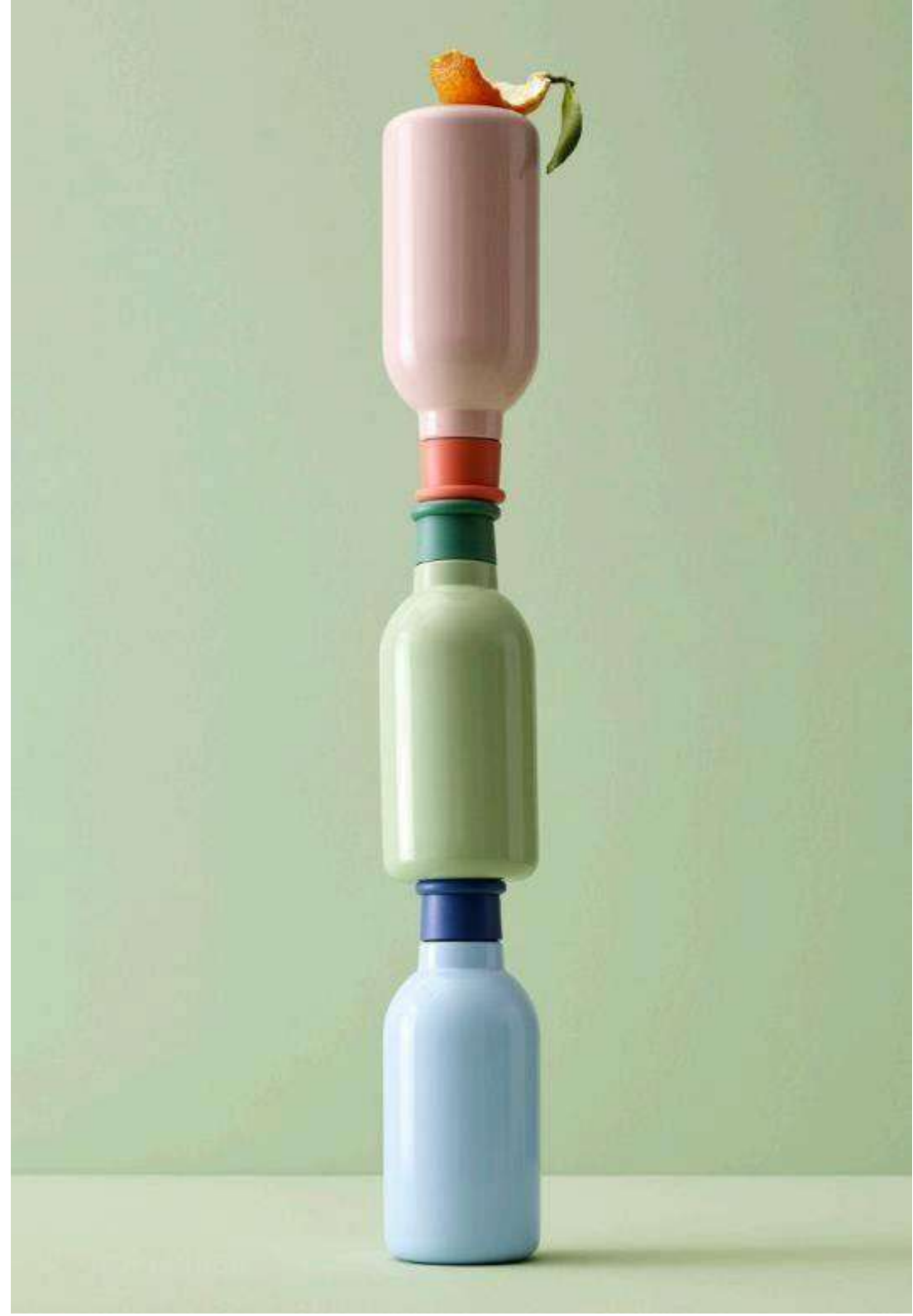




RIG – TIG

RIG-TIG is Danish for 'just right'. Our values center around getting the design just right, combining form and function in perfect balance, and providing kitchen enthusiasts with smart kitchenware that function optimally in a busy kitchen. It also means delivering innovative products at prices that are just right – while keeping nature's limited resources in mind through a circular mindset. Developed in collaboration with Danish and international designers, the RIG-TIG collection equals beautiful, functional and award-winning products for cooking, baking, serving and storing as well as life on-the-go.

Designing award-winning, functional products. With innovative functions or two-in-one features RIG-TIG products make life easier and more fun. RIG-TIG is conscious about nature's limited resources. We try to reduce the environmental impact of producing RIG-TIG, whenever it is possible. RIG-TIG believes in finding new solutions if we want to secure sustainability in future. This demands a more circular mindset concerning the way we produce goods and act as consumers.







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