

# CEO TIME

MAY 2024



*Bucephalus*

**Mr. Ali Fakhruddin**  
Chairman

## STERLING PERFUME

A LEADER IN DIVERSIFIED PRODIGY EXCELLENCE

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Embedded within Sterling’s DNA is the ethos of Mr. Ebrahimji, advocating for the flourishing of every participant in the value chain. His profound wisdom continues to guide the company, shaping its identity and fortifying its core principles.

In the dawn of 1998, Sterling Perfumes was born, with a singular ambition to reign supreme as the foremost authority in crafting and disseminating scents tailored for a global audience. Embracing the radiant legacy of its founder, Sterling embarked on its odyssey with unwavering determination and an implicit pledge to transcend mediocrity.

With each chapter of its narrative, Sterling Perfumes epitomizes the essence of excellence, intertwining the threads of vision, integrity, and dedication to greatness. As the journey unfolds, Sterling’s commitment to its founding principles remains unwavering, illuminating the path to a future adorned with olfactory splendor and collective prosperity.

“Redefining excellence in the art of fragrance, setting new standards with every exquisite creation.”

Sterling’s commitment to excellence is evident in its meticulous control over multiple production and distribution stages. Each brand within its repertoire reflects the company’s ethos, encapsulating passion and dedication to delivering the finest products to consumers worldwide. Sterling Perfumes Industries continues to redefine industry standards, setting new benchmarks for quality and innovation.

#### MR. ALI FAKHRUDDIN: A VISIONARY LEADER DRIVING GROWTH AND INNOVATION

Within the dynamic landscape of Fakhruddin Holdings and its diversified enterprises, Mr. Ali Fakhruddin emerges as a pivotal figure, spearheading the trajectory of success for Sterling Perfumes and beyond. With an unwavering commitment and boundless passion, Mr. Ali has devoted countless years honing his expertise within the family business, propelling it towards unprecedented achievements and global expansion. His leadership encompasses a comprehensive oversight of the group’s manufacturing entities, including Premier Plastics, Premier Cosmetics, and Sterling Parfums, ensuring operational excellence and strategic alignment.

# STERLING PERFUME

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Sterling Perfumes Industries is an internationally renowned conglomerate, operating across 125+ countries with a robust annual production capacity exceeding 120 million units. Specializing in fragrances, cosmetics, and color cosmetics, Sterling embodies values of quality craftsmanship and innovation.

Among its stellar perfume brands are ARMAF, Just Jack, Jenny Glow, and Oros, with ARMAF standing out as a top performer. The cosmetics lineup boasts Bio Luxe, Cosmo, and Estiara Passion, while the recent addition of Armaf Beauté in 2023 offers cruelty-free, vegan, and paraben-free color cosmetics, enriching Sterling’s diverse portfolio.

#### UNVEILING THE LEGACY: STERLING PERFUMES’ JOURNEY OF VISION AND EXCELLENCE

In the annals of fragrance history, Sterling Perfumes emerges as a beacon of vision, integrity, and unwavering commitment to collective prosperity. The saga began with the visionary Mr. Fakhruddin Ebrahimji, whose aspirations transcended mere financial gains. As the esteemed father of Mr. Ali Fakhruddin, the revered Chairman of Sterling Perfumes, his legacy instilled a profound belief in the holistic nature of success, where the well-being of all stakeholders is paramount.



In collaboration with his brothers, Mr. Ali actively cultivates a culture of excellence, ensuring that the strategic imperatives of each business segment under Fakhruddin Holdings are realized to their fullest potential. His recent accolade as a featured luminary in the esteemed pages of Business Worldwide magazine's cover story, "The Top 10 Inspiring Business Leaders to Look for in 2024," underscores his visionary approach and transformative leadership style. Renowned for fostering a culture of transparency, respect, and values-driven ethos, Mr. Ali elevates Sterling Perfumes' reputation amongst both its discerning clientele and dedicated workforce, setting a precedent for inspired leadership and unparalleled success in the ever-evolving landscape of global business.

#### **EMPOWERING SUCCESS: A COMMITMENT TO QUALITY AND INNOVATION**

In the intricate tapestry of product creation, our manufacturing base stands as the bedrock of excellence and ingenuity, infusing each creation with unparalleled quality and innovation. Through a strategic blend of competitive pricing and unwavering support, we foster an ecosystem where retailers and distributors not only survive but thrive, sculpting a landscape where success knows no bounds.

As torchbearers of our industry, our dedication to innovation and empowerment remains unyielding, transcending conventional norms and reshaping the very fabric of our marketplace. We envision a future where businesses of all sizes can flourish, fueled by our relentless pursuit of excellence and progress.

At the heart of our commitment lies a robust supply chain, meticulously curated to uphold the highest standards of quality and integrity. From meticulously sourcing raw materials to stringent manufacturing processes, we leave no stone unturned in our quest for perfection. Partnering with trusted suppliers and conducting regular audits ensure compliance with our exacting standards, safeguarding the integrity of our products.

Furthermore, our rigorous testing protocols serve as the litmus test for each creation, ensuring that only the finest specimens grace the market. But our commitment to customer satisfaction extends

beyond the tangible, permeating every facet of our brand experience. Through personalized customer service, we strive to forge meaningful connections, where each interaction echoes our brand's ethos of excellence and dedication.

“Through our commitment to empowering success and redefining standards, we sculpt a harmonious landscape where businesses thrive and dreams take flight.”

In our unwavering dedication to quality, innovation, and customer satisfaction, we find not just a mission but a calling—to redefine industry standards and empower businesses to soar to greater heights. Together, let us embark on a journey where success knows no limits and excellence knows no compromise.

#### **PIONEERING BEAUTY: STERLING'S R&D REVOLUTIONIZES INDUSTRY NORMS**

Within the intricate tapestry of the beauty industry, our Research and Development (R&D) department emerges as the vanguard of innovation, tirelessly pushing the boundaries of what's achievable. At the heart of our company, R&D serves as the creative engine driving the development of groundbreaking products tailored to meet the ever-evolving desires of our discerning consumers. This entails crafting formulations that not only deliver exceptional results but also uphold the values of safety and sustainability, marking a paradigm shift in beauty standards.

Our unwavering commitment to innovation is palpable through our diverse portfolio of natural skincare and cutting-edge color cosmetic formulations, meticulously crafted to cater to the modern consumer's preferences.



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Spearheaded by our dedicated R&D division, these offerings epitomize our steadfast dedication to meeting the dynamic needs of our clientele.

Sterling’s environmental consciousness and dedication to safety in the realm of color cosmetics have yielded formulations that adhere to the highest ethical standards while delivering unparalleled efficacy. Catering to an increasingly conscientious market, our vegan solutions stand as a testament to our commitment to cruelty-free and chemical-free beauty. These formulations not only showcase Sterling’s ethical corporate ethos but also align seamlessly with contemporary expectations.

In parallel, our range of natural skincare products emerges as a beacon of clean beauty, addressing the surging demand for gentle yet effective solutions. Free from harmful toxins and enriched with natural ingredients, these skincare marvels offer a holistic approach to skincare, catering to diverse skin types with finesse.

Driven by our relentless pursuit of excellence and guided by the ethos of innovation, Sterling’s R&D endeavors continue to redefine industry norms, ushering in a new era of beauty that harmonizes efficacy, ethics, and environmental stewardship.

### REVOLUTIONIZING THE BEAUTY INDUSTRY: A PARADIGM SHIFT TOWARDS SUSTAINABILITY AND ACCESSIBILITY

Our foray into the realm of beauty has left an indelible mark, reshaping conventional norms and redefining industry benchmarks. Not only have we established unparalleled standards of excellence in terms of quality and affordability, but we have also emerged as trailblazers in championing sustainable and ethical beauty practices. By democratizing luxury beauty, we’ve shattered barriers, making premium products accessible to a broader demographic, thereby catalyzing market expansion.

The ripple effects of our endeavor are palpable, evident in the burgeoning trend among competitors to emulate our commitment to offering superior quality at competitive prices. This paradigm shift underscores our unwavering belief that values aren’t just ideals but potent drivers of innovation and progress. As we continue to lead by example, our legacy of empowerment and inclusivity resonates across the beauty landscape, inspiring a new era of conscientious consumerism and transformative industry standards.

### THE STERLING STANDARD

Within our organization, the pursuit of workplace excellence has always been a guiding principle, and our recent certification as a Great Place to Work epitomizes this dedication. This prestigious accolade not only underscores our unwavering commitment to cultivating an exceptional work environment but also offers invaluable insights into our vibrant culture and high levels of employee satisfaction.

Being renowned as a top-tier workplace affords us a significant competitive advantage in the marketplace, showcasing our stability and reliability to prospective vendors, job seekers, and investors alike. This recognition not only enhances the reputation of The House of Sterling brands but also attracts clientele who value companies prioritizing the well-being of their employees.

“Our commitment goes beyond certification; it’s a testament to our dedication to inclusivity and valuing every individual.

Sterling serves as a melting pot of diverse ethnic backgrounds, united by a shared sense of joy and mutual respect. While we celebrate a myriad of cultural festivals, our recent observance of Ramadan and Eid holds a special place in our hearts. During these festivities, the Sterling family comes together in a spirit of camaraderie and celebration, fortifying bonds and nurturing a profound sense of community.

In essence, our commitment to workplace excellence extends beyond mere certification; it is a testament to our unwavering dedication to fostering a harmonious and inclusive environment where every individual is valued and celebrated. As we continue to uphold these principles, we reaffirm our position as a beacon of excellence within the industry, setting the standard for workplace culture and employee satisfaction.

### CELEBRATING 25 YEARS OF FRAGRANCE EXCELLENCE

*Twenty-five years of fragrance excellence: Sterling Perfumes continues to innovate, captivate, and inspire.*

In the illustrious year of 2024, we proudly mark a quarter-century of triumphs at Sterling Perfumes, a journey that began humbly in 1998 with a vision to become the foremost authority in crafting and distributing fragrances for a global audience. The establishment of Sterling Distribution Company LLC in 2008 was a pivotal milestone, propelling us closer to realizing our ambitious goal while addressing the burgeoning demands of distribution on a larger scale.

A watershed moment arrived in 2009 with the inauguration of our cutting-edge DIP Facility in Dubai Investment Park, a sprawling 500,000-square-foot manufacturing hub equipped with state-of-the-art technology, cementing our status as industry frontrunners. With each stride forward, Sterling Perfumes solidified its position as a trailblazer, marked by significant milestones such as securing the prestigious Middle East and Africa license for Warner Bros. consumer products in 2013 and venturing into the digital realm with the launch of e-commerce platforms in 2021, poised to extend our influence even further in the years ahead.

The pinnacle of our journey was reached in 2023 with the unveiling of ‘The World’s Largest Perfume Wall’ at our flagship retail enclave, Perfume Palace, situated within the DIP facility. This monumental achievement, coupled with our participation in esteemed international trade exhibitions like Cosmoprof in Bologna and Esxence in Milan, underscored Sterling’s unwavering

commitment to unparalleled craftsmanship and collaborative teamwork.

As we reflect on 25 years of innovation and excellence, Sterling Perfumes remains steadfast in its dedication to setting new standards of quality and creativity, poised to captivate hearts and senses worldwide for generations to come.

### CHARTING SUCCESS: THE ALI METHOD FOR HOLISTIC ACHIEVEMENT

Enter the realm of holistic success with insights from our esteemed Chairman, Mr. Ali. His distilled wisdom offers invaluable guidance in navigating the complexities of business terrain.

Maintaining unwavering focus and setting clear objectives emerge as cornerstones in the pursuit of excellence. Courageously confronting challenges and fostering a culture of talent development within one’s organization are equally indispensable.

The path to sustainable growth and fulfillment is illuminated by patience and spiritual alignment, enriching the journey with profound purpose. Empowering teams with trust, accountability, and cohesive objectives synergistically fuels progress, ensuring collective success.

Embrace the Ali Method and embark on a transformative journey towards holistic achievement, where success transcends mere metrics, and fulfillment becomes the ultimate destination.

### STERLING PERFUMES’ VISION FOR THE NEXT FIVE YEARS

As we gaze into the horizon, Sterling Perfumes anticipates a future characterized by sustained growth, international acclaim, and unparalleled innovation in the fragrance realm. Through unwavering dedication to excellence, we aspire to expand our global footprint and solidify our position as a formidable force in the industry.

Beyond our reputation for superior fragrance production and distribution, our focus extends to pioneering sustainability initiatives and fostering originality. Leveraging technological advancements and strategic partnerships, coupled with an unyielding commitment to customer satisfaction, we aim to redefine standards of excellence and chart a course toward a brighter future for the fragrance sector.

