

PROVOC[®]

MAKE-UP

CORPORATE PROFILE



FADI SAWAYA

CEO & Founder

Behind the scenes, driving the vision of **PROVOC**[®], is founder, Fadi Sawaya. His upbringing amidst the challenges of third-world Lebanon instilled in him a profound resilience and a relentless pursuit of his dreams. His pursuit of an education in Economics at UCL Belgium further expanded his horizons and solidified his ambition to delve into the beauty business. Sawaya's forward-thinking and enigmatic personality are reflected in the audacious move to establish a makeup line despite being red color-blind—a little-known fact. Sawaya's profound motivation ability to detect at sight and discover beauty features that can be explored in any scene, shape, look, behavior or situation, only fueled his dedication and motivation to develop products and strategies leading to strategic partnerships within the beauty industry. Through these efforts, he established a wide-ranging distribution network that reached across local, regional and international markets. Along the way, Sawaya gained invaluable insights leading him to recognize the importance of a brand that dares to challenge conventions and adopt innovative product textures, shades and packaging from the most sought-after suppliers that cater to a diverse audience.

Fadi Sawaya's belief in the transformative power of beauty to inspire confidence and joy in every individual led to the inception of **PROVOC**[®]. His vision was to create a brand that broke free from the constraints of traditional makeup, offering innovative products with universal appeal. Rejecting the status quo, **PROVOC**[®] aimed to provoke beauty in every face, empowering individuals to embrace their unique beauty and unleash their full potential.

"I can see beauty in every face. you just need to bring it out!"

Fadi Sawaya



PROVOC[®]

At **PROVOC**[®], we believe that beauty is not just a look, but an empowering tool. Our motto, "Beauty, it's what you do with it!" encapsulates our commitment to pushing boundaries and redefining beauty standards through honest makeup products. What if we **PROVOC**[®] our potential even more with Makeup! With this attitude in mind and a focus on quality and affordability, **PROVOC**[®] has become a conversed force in the makeup industry, captivating both professionals and consumers alike.

WHAT'S THE ORIGIN OF THE NAME?

The name was crafted from a blend of elements representing professionalism, vocation of natural beauty and the art of provocation. This thoughtful fusion symbolizes the brands' philosophy of innovation, quality and empowerment, embodying its mission to redefine beauty standards and evoke a sense of empowerment in every unique beauty

SOCIAL & ENVIRONMENTAL RESPONSIBILITY

One of our missions is to steer mass makeup consumption in a safer and healthier direction by producing sustainable products and socially responsible ventures.

PROVOC PRODUCTS ARE NOT TESTED ON ANIMALS AND ARE CRUELTY FREE



BRAND VALUES & PHILOSOPHY

You are the Model...

PROVOC believes in a consumer centric approach. We trust that our consumers are not only buyers and user but are models in their own right. They embody the true essence of our brand and with them, beauty is boundless. There is great authenticity in showcasing unique experiences, it creates a deeper connection and resonance amongst our audience. At **PROVOC**, our core values revolve around quality, affordability and inclusivity. We are committed to delivering high-quality products at prices that anyone can afford, making luxury accessible to all. Our products are meticulously crafted to honor promised results, appeal to a wide audience garnering widespread acknowledgment and trust from professionals and consumers alike. We believe in manifesting beauty in every individual, irrespective of age, gender or background, and our diverse range of products reflects this commitment.



THE FUTURE OF SELF EXPRESSION

PROVOC's alternative marketing approach, combined with our commitment to manifesting beauty in every individual, resonated deeply with consumers, positioning **PROVOC** as a stimulating competitor in the makeup industry. As word spread about our high-quality products at affordable prices, demand for **PROVOC** soared, propelling us into a phase of rapid growth and expansion. We swiftly established a robust presence in local, regional and international markets, earning the trust and loyalty of a diverse customer base.

Looking ahead, **PROVOC** is poised to remain committed to our core values as we continue to innovate and push boundaries in the makeup industry with our topics and influence. Our vision is to inspire confidence and self-expression in individuals around the world, provoking beauty in every face. Join us on this journey as we redefine beauty standards and empower individuals to embrace their unique beauty with **PROVOC**.



PRODUCTS

PROVOC® products are meticulously crafted to meet the highest standards of quality, sourcing components globally from renowned factories. Our development process is always closely linked to our consumers' needs and desires, ensuring that every product reflects their preferences and exceeds their expectations. Quality is never compromised and always comes first, with aesthetics tailored to enhance your experience. This dedication to excellence has earned us the appreciation and loyalty of our customers, who value the exceptional performance and results of our launches. Whether you seek innovative makeup solutions or timeless classics, **PROVOC**® offers a diverse range that caters to both everyday users and professional makeup artists alike. With a commitment to continuous growth and a focus on consumer satisfaction, we have much to offer and so much more to provoke!



FRANCHISE

PROVOC® the concept store offers a unique franchise opportunity that blends the worlds of beauty, talent, and entrepreneurship. As a franchisee, you will be part of a dynamic concept that promotes talent, creative thinking, and education in beauty, cosmetics, and art.

PROVOC® Platform serves as a hub for makeup artists, beauty experts, models, photographers, and other creatives to explore and showcase their skills. Our signature setup inspires guests and provides a space for every function; Retails, Makeup Service, Studio, Education, and Professional Consultancy. By becoming a part of the **PROVOC®** family, franchisees can leverage our international network, endorse our cutting-edge business model, and access comprehensive support to build a successful and impactful beauty business of their own.



PROVOC®

THE CONCEPT STORE

RETAIL

At **PROVOC**, we meticulously curate our collection from the finest manufacturers and factories globally, ensuring that only the highest quality formulations make it to our shelves. Our team of knowledgeable in-store beauty advisors are equipped with a wealth of expertise, ready to share invaluable tricks and tips to help you achieve your desired results and purchases. We are dedicated to providing you with exceptional products and personalized guidance.



STUDIO

This is a blend of retail and artistic expression where shopping and studio experiences complement one another. We initially thought of merging the two based on the consumer's love for photos. We understand that customers want to experiment, try and see the result before they buy, which is why we wanted to top their experiences with expertly captured looks and moments that would liberate them to new possibilities.



EXPERT CONSULTANCY

Having an international network of beauty experts, enhances the knowledge given to clients when inquired. Both parties are connected to a centralized software where clients experience a customized and interactive consultation. Our experts focus on the customer's unique traits and introduces them to professional tips, insights and fresh perspectives they can apply using the right tools.

Make up experts who can tell it all!



MAKE UP SERVICE

Scheduled or spontaneous in-store makeup services and trials are offered to anyone. We want to do and show what our clients want to see or create of themselves. With our full range of makeup products that wear beautifully and our makeup professionals' outlooks, there is no look we can't achieve.



THE CONCEPT STORE

EDUCATION

Our international experts and beauty consultants offer exclusive sessions, live-streamed and translated content, to provide in-depth insights into the art of beauty. Dive deeper into the world of beauty, discovering techniques and personalized approaches tailored to suit your unique features and preferences. Elevate your beauty routine and unlock a new level of confidence with our transformative, educational beauty experiences.



CUSTOMIZED EXPERIENCES

PROVOC Platform made its way in integrating technologies such as augmented realities and artificial intelligence in its' daily operations. Uniquely developed in collaboration with global experts and beauty consultants, we created a software that would facilitate both our clients and beauty experts needs to communicate at any scheduled time. The specialists will be sharing their valuable know-how and techniques through educational sessions, trainings and private one-on-one consultancies.



SOCIAL ACTIVATIONS & GATHERINGS

PROVOC Platform's unique edge and value lies in its dynamic social activations, live interaction and direct engagement with consumers. By actively involving our audience, they form a closer connection to the brand and we stay at the forefront of what's happening. Experience the thrill of makeup artist competitions, seasonal events, product launches and more, as we keep the excitement alive together.



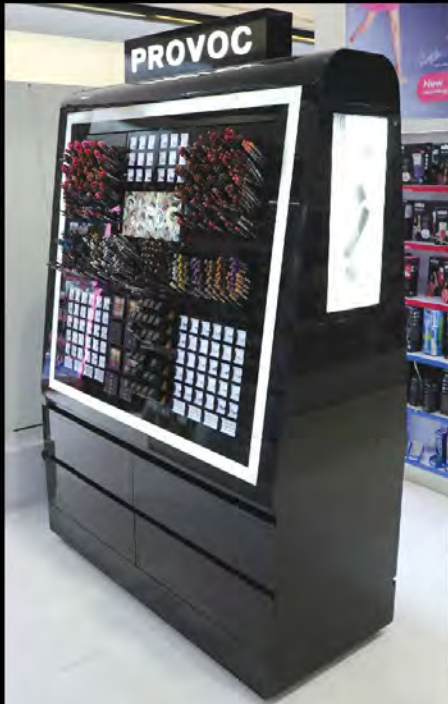
MERCHANDISING

Our merchandising approach is strictly about retail convenience and the customer experience. **PROVOC*** retail displays aim to optimize product visibility, highlight key features and create an easy approach for customers and retailers. **PROVOC*** displays are modular and can serve any kind of space; shops, concept stores; multiple brand megastores, malls and pop-up stores. Their flexibility makes them practical to work with, the square and rectangular displays can be coordinated uniquely in any given space and in multiple styles of presentation depending on the clients' needs.



Concept Store Display

DISPLAY GALLERY



GLOBAL PRESENCE

Expanding globally is an ongoing endeavor for us!

We are dedicated to monitoring, analyzing and strategically expanding our sales and market presence to potential countries that have high demand for **PROVOC**.



GLOBAL EXHIBITIONS

PROVOC® has been making its mark on the global stage for more than 12 years, captivating audiences worldwide through its participation in international exhibitions. Each year, we embark on a journey to meet our international clients and partners, aiming to extend the brand's influence and foster meaningful connections with our valued clientele.

PROFESSIONAL BEAUTY, LONDON

BEAUTY WORLD, K.S.A.

COSMOPROF BOLOGNA, ITALY

IN SHAPE JAMALOUKI, LEBANON

BEAUTY WORLD MIDDLE EAST, DUBAI

PROFESSIONAL BEAUTY, GCC

BEAUTY AFRICA, NIGERIA

BEAUTY SHOW, KENYA



OMNICHANNEL SALES

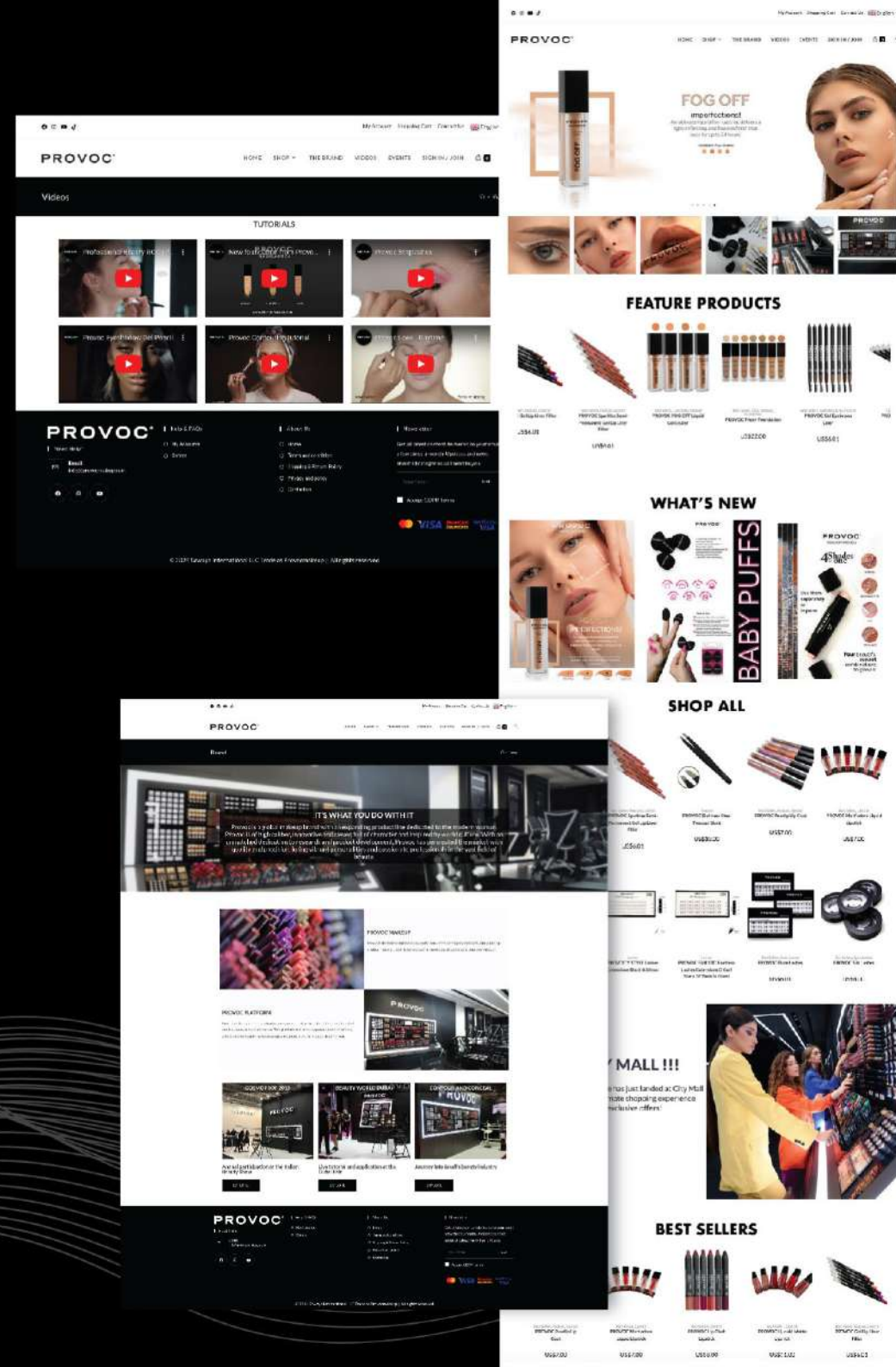
By interlinking our online and offline activities, we ensure a cohesive brand experience that effectively communicates essential information to our valued consumers. Recognizing the importance of meeting our customers where they are, we have extended our reach online and offline to confirm accessibility.

E COMMERCE

PROVOC® is accessible on leading ecommerce platforms that offer local and international shipping. We proudly collaborate with online retailers who share our commitment to both the brand and customers, ensuring a seamless shopping experience wherever you are.

MARKETING

Through a collaborative exchange of creative freedom, we empower our customers as well as ourselves to express our likes authentically, resulting in marketing material that is engaging and relevant to our audience.





CONTACT US

SAWAYA GROUP HQ

Beirut, Lebanon

📍 Amanda Bldg. 30, Ramez Sarkis Str.
Badaro
☎ +961 1 384 489
📠 +96176500192
✉ ecommadmin@sawayaholding.com
P.O.Box: 116-5306

SAWAYA INT'L LLC

Dubai, UAE

📍 VS4, Violet Bldg, Roda Al Murooj
Complex, Sheikh Zayed Rd.
☎ +971 43 799 939
📠 +971 50 259 6599
✉ ecommadmin@sawayaholding.com
P.O.Box: 121056