

Athens, February 10th, 2025

Tesori d'Oriente Express | A Multi-Sensory Experience in Collaboration with Allbright Advertising, Honored with Major Distinctions at the 2025 Event Awards!

Sarantis Group and the **Tesori d'Oriente team**, in collaboration with **Allbright Advertising**, created the exciting event **"Tesori d'Oriente Express"** — a groundbreaking experience that captivated guests and earned significant accolades at the **2025 Event Awards**. The event received the **PLATINUM Award** and **GOLD Award** in the **Best Use of Interactive Storytelling category**, as well as the **SILVER Award** in the **Fashion, Beauty & Luxury category**.

Inspired by exotic destinations of the East, the **"Tesori d'Oriente Express"** offered a magical experience to guests, showcasing the **brand's vision and identity**. The event featured **three themed carriages**, each representing the fragrances and imagery of different cultures, providing attendees with a unique multi-sensory journey. The strategic concept and creative execution by Allbright Advertising were crucial to the project's success.

"Tesori d'Oriente Express" lasted five days, beginning with a PR event for influencers, beauty bloggers, and media editors. It then hosted top partners and retailers from the Greek market. Guests had the opportunity to explore **Tesori d'Oriente's fragrances** and **personal care** collections through themed carriages that recreated the atmosphere of exotic destinations such as Morocco, Istanbul, Yemen, Bhutan, and China.

Following its great success in the Fabric Softeners category, **Tesori d'Oriente** makes a dynamic return to the **Personal Care category**, captivating the senses and winning the hearts of consumers. **"Tesori d'Oriente Express"** highlighted the brand's vision of transforming everyday life into a journey filled with **wellness** and **pleasure** through its unique fragrances.

About Sarantis Group

Based in Athens and having a history of 60 years in the industry, Sarantis Group is a multinational consumer products company with an ever-expanding geographical footprint and leading brands. The Group's business is focused on the categories of Beauty & Skin Care, Personal Care, Home Care Solutions and Strategic Partnerships, offering in each category high quality brands that are top in consumers' preferences. With a strong activity in thirteen countries organized in 8 business units – Greece (including Portugal and selected international markets), Poland, Romania, Bulgaria, West Balkans, Czech Republic & Slovakia, Ukraine, Hungary – the Group maintains its dynamic international presence and its remarkable distribution network in more than 50 countries around the world.

Through **Tesori d'Oriente's** strategic partnership with **Allbright Advertising**, **Sarantis Group** continues to invest in **innovative ideas** and **experiences** that emotionally connect consumers with its brands, further strengthening its presence in the Personal Care category.

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