

Athens, November 6th 2023

Presentation of the new women's fragrance "Burberry Goddess", exclusively available from Sarantis Group in Greece

Sarantis Group with its **extensive knowledge of the markets in which it operates**, its **constantly expanding product portfolio** and its **extensive distribution network** makes it the **ideal strategic partner for any consumer product company looking to enter and expand in its area of operation**.

Always **aiming for long – term strategic partnerships**, Sarantis Group secures and maintains exclusive representation and distribution rights for beloved international brands. This time, at one of the most impressive events of the season, [Burberry Beauty](#), available exclusively in Greece through Sarantis Group, presented the International debut of the new women's fragrance, **Burberry Goddess Eau de Parfum**.

Celebrities from the showbiz industry, journalists and market collaborators had the opportunity to experience a magical autumn evening at the idyllically lit Vouliagmeni Lake. The event, was graced by dozens of international influencers, approximately 70 representatives from European countries who traveled to Athens specifically for the occasion. They thoroughly enjoyed Greek hospitality during a three – day celebratory journey organized as part of the new product launch.

About Sarantis Group:

Headquartered in Athens and boasting a history of over 50 years, Sarantis Group is a multinational consumer products company having leading presence in Eastern Europe and an expanding geographical footprint through own subsidiaries and strong export activity worldwide. Our mission is to uplift the mood of consumers, with beautiful simplicity that makes everyday life better, by being always nearby, working closely with our stakeholders to create value sustainably. From Personal Care, Home Care and Health Care Products as well as Luxury Cosmetics, we offer well recognized brands that have a positive impact on people's everyday lives. With strong activity in 13 countries and in particular, in Greece, Poland, Romania, Bulgaria, Serbia, Czech Republic, Slovakia, Hungary, Northern Macedonia, Bosnia, Portugal, Slovenia and Ukraine, we maintain a dynamic international presence and a powerful distribution network of more than 50 countries around the world.

Against the backdrop of the breathtakingly beautiful scenery of the lake and accompanied by the melodic live harp sounds, arrivals at the jewel of the Athenian Riviera followed one another, with the flashes of photographers and the cameras of television crews capturing radiant appearances.

The night opened Mette Engell, the Senior Vice Presidente of COTY Europe, who mentioned, among other things, the exceptional success of the fragrance, which has already climbed to the top in Europe and America. She then passed the baton to the event's main presenter, Mary Vytinaros.

The Greek – Australian beauty moderated a highly engaging discussion with the renowned perfumer and “nose” behind the fragrance, Amandine Cler Marie, about the secrets of this highly – discussed creation. It features a unique gourmand oldfactory chord, with a trio of distinct vanillas taking center stage – notes that are exceptionally beloved by fans of sweet fragrances. These notes also served as inspiration for the intoxicating signature cocktails of the evening.

At **Sarantis Group**, our history defines our identity in the present. The strength of our brands and our well – structured organization form the pillars of our philosophy, strengthening our close collaboration with our stakeholders, all working towards our common goal of value creation. Guided by our purpose, we follow and invest in a clear strategy that includes expanding our geographical footprint both in Greece and abroad. This strategy has been shaped throughout our successful history and creates sustainable, profitable growth and value for all stakeholders involved.

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