

June 12, 2017

The General Manager  
Pakistan Stock Exchange Limited  
Stock Exchange Building  
Stock Exchange Road  
Karachi.

**Subject: Material Information**

Dear Sir,

We have to inform you that our 100% owned subsidiary Crescent Star Luxury (Private) Limited pleased to announce its first extravagant Retail store under the brand name of DEFINE to be launched at Lucky One Mall in Karachi on June 19, 2017 detail of which are attached.

Yours Sincerely  
For and on behalf of Crescent Star Insurance Limited



Naim Anwar  
Managing Director & CEO



CRESCENT STAR LUXURY (PVT) LTD

LUXURY. FASHION . BEAUTY



## DEFINE ARRIVES!

Dear All,

We Crescent Star Luxury (Pvt) Ltd, a subsidiary of Crescent Star Insurance Ltd are pleased to announce our first extravagant Retail store under the brand name of **DEFINE** to be launched at Lucky One Mall in Karachi on 19<sup>th</sup> June 2017, followed by stores across Pakistan.

We welcome you to **DEFINE** - your final destination to the sphere of Luxury, Fashion & Beauty.

**DEFINE** is a Luxury Retail Concept store that offers authentic high-end Global Brands including Fragrances, Cosmetics, Skincare, Bath & Body, Hair care, Fashion Accessories & Multiple Service Zones.

Here, you will discover Brands who are at the leading edge of today's trends and cherry on top.

Our challenge is to take the brand to the next level with a new look & feel that is vibrant, bold and metropolitan but still true to its natural, quality selection.

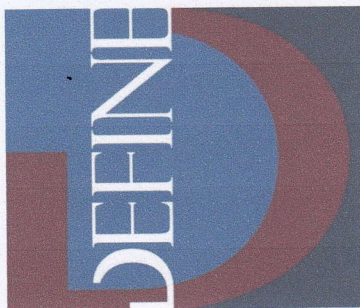
With us, you are free to create your own looks and change it whenever you want as we advocate:

*"Don't Let Others Define You as you Define Yourself."*

**DEFINE** is both Men & Women centric. We pledge to inspire Beauty & Fashion fans across the globe to reshape their personal style. Hence, we proudly invite you for an unforgettable retail experience.

*Our brand philosophy is that "Style Begins Within. A lifestyle having the freedom and Choices to Define a unique personality. We welcome you to Define Yourself!"*

Warm Regards,



Zarmina Khilji  
Executive Director

Crescent Star Luxury (Pvt) Ltd.

Suite No. 1204, 12th Floor,  
Emerald Tower, Clifton,  
Karachi  
Phone: 021-35147660  
zarmina.khilji@cstarluxury.com

Incl: List of brands available at **DEFINE**

2<sup>nd</sup> Floor, Nadir house, I.I Chundrigar Road, Karachi. **Tel:** 021-32415471-3 **Fax:** 021-32415474



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## PERFUMES BRANDS

MONT BLANC	FERRARI	JOHN VARVATOS	XEROFF
JUICY COUTURE	CARTIER	DISNEY	BOND#9
PACO RABANNE	CAROLINA HERERRA	AMOUAGE	VICTOR & ROLF
MERCEDES	ELIZABETH ARDEN	CREED	TOMFORD
HERMES	LANCOME	YSL	ARMANI
RALPH LAUREN	VERSACE	BVLGARI	BURBERRY
GUCCI	D&G	CK	DAVIDOFF
ISSEYMIYAKE	HUGO BOSS	LACOSTE	ROBERTO CAVALLI
JPG	CHOPARD	GUERLAIN	MOSCHINO
MICHAEL KORS	SWAROVSKI	DUNHILL	AZZARO
CHANEL	CHRISTIAN DIOR	GIVENCHY	GUESS
ESTEE LAUDER	JAGUAR	PORSCHE	

## COSMETICS BRANDS

LOREAL	RIMMEL	ESSENCE	DMGM
MAYBELLINE	SALLY HANSEN	BEAUTY UK	REVLON
COLOR STUDIO	ARTDECO	MISSLYN	ANTONYM
MAKEUP REVOLUTION	BEAUTY BLENDERS	LUSCIOUS	MUD
OPI	NUTRALUXE MD	NO MAKEUP	STAGELINE
MAC	HUDA BEAUTY	ANASTASIA	NYX
NARS	URBAN DECAY	BENEFIT	

## SKIN & HAIR BRANDS

LOREAL (SKIN CARE)	GARNIER (SKIN CARE)	BIODERMA (SKINCARE)	ELEMIS (SKINCARE)
CO-NATURAL (SKIN CARE)	FILORGA (SKINCARE)	EVELINE (SKINCARE)	QOD (SKIN & HAIR)
WABEES (MEN BEARD CARE)	WET BRUSH (HAIR)	IKOO (HAIR)	BALMAIN (HAIR)
JACK BLACK (MEN'S SKIN CARE)	REMINGTON	VICTORIA SECRETS	LUSH
BURT BEES	BATH & BODYWORKS		



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## ACCESSORIES

S2 (FASHION BRANDS)	TAYYAB BOMBAL (FASHION BRAND)	WEARABLES (JEWELLERY)	TURKISH JEWELS (JEWELLERY)
SHAYANNE MALIK (JEWELLERY)			

## SERVICE ZONES

MAKEOVER BAR	OPERATED BY RIMMEL & COLOR STUDIO
STYLE BAR	QOD
NAIL BAR	SALLY HANSEN