



MULTIWANGI GROUP

House of Prestigious Brands

Table of Contents

- 01 Overview of Indonesia
- 02 Who We Are
- 03 Where We Are
- 04 What We Do
 - Permanent Locations
 - Promotions
 - Beauty Workshops
 - Events & Digital Marketing
 - Training and Education

Overview Of Indonesia

As the largest archipelago in the world with over 17,500 islands, Indonesia is home to more than 277.5 million people from more than 300 ethnic groups.



Population :

277.5M

(4th most populous country in the world)

Median Age :

29.9

(Years)

Total Area :

1,905

(million km²)

Urban Population :

59.1%

(163.9 Million people)

source : [Indonesia Population \(2023\) - Worldometer](#)



Indonesia aims to be the world's 5th largest economy by 2045 (Golden Indonesia 2045)

5.2%

Projected GDP 2023/2024 growth :

- 3rd among SEA countries
- 5th among G20 countries
- Nearly double the global GDP growth rate (2.80%)

Major GDP sectors :

- Manufacturing
- Wholesale & Retail
- Agriculture
- Mining
- Construction

5.17%

Q4 2023 GDP growth

5.05% GDP growth in 2023

Inflation Rate :

- 2.75% (Feb 2024)
- 3.05% (Mar 2024)
- 3.00% (Apr 2024)

GDP per capita : US\$ 4,788



Indonesia has more than **212 million internet users**, where over than **75% of them (167 million users) are active social media users**.

62.1% of respondents in Indonesia have bought items after seeing them on social media.
~(Social media survey, Feb 2022)

More than 50% of the population are young people between **ages 18 and 39 years old**, spanning both **Millennial and Gen Z generations**.

92% of respondents in Indonesia stated that they shopped from e-commerce marketplaces in the past three months.
~(Social media survey, Feb 2022)

Consumer spending is on an upward trend, with a Q2 2023 growth rate of **3.08%**.

Who We Are

With a dedicated focus on luxury beauty products, **Multi Wangi Group (MWG)** boasts over five decades of experience, standing as a distinguished name in the industry.

Serving as the parent company to Multi Wangi Alami and Aneka Inti Wangi, MWG has established itself as a prominent player with a dedicated workforce exceeding 500 professionals.

Our Vision :

Be the partner of reference in beauty brand building in Indonesia.

Our Values :

Trust, transparency and respect to build solid and long term partnerships with principals, retailers, landlords.

Passion, creativity and excellence to build brand's success.

Train, grow and motivate our people to achieve always more.

Proudly Indonesian and only Indonesian.



ANEKA INTI WANGI

[1974]

*Aneka Inti Wangi stands as a prominent figure in the industry. As the exclusive distributor of **Kanebo Cosmetics**, our commitment lies in delivering exceptional beauty experiences and premium products to our valued customers.*



MULTI WANGI ALAMI

[1983]

Multi Wangi Alami holds a vital position in the realm of luxury beauty. With exclusive rights to distribute numerous distinguished luxury beauty brands, our mission centers on providing elevated beauty products and experiences for our esteemed clientele.



Where We Are

Beautiful Landscape of Indonesia

Indonesia's makeup and personal care market is witnessing growth, creating avenues for both global and local players in the sector.



MARKET SEGMENTS IN 2023

TOTAL MARKET

2023 USD 4,200 million

2028 USD 5,700 million

TOTAL PRESTIGE MARKET

2023 USD 730.3 million

2028 USD 912.6 million

01

Skincare Market

2023 USD 2,100 million
2028 USD 2,800 million

Prestige Skincare Market

2023 USD 248 million
2028 USD 308.5 million

02

Make-Up Market

2023 USD 1,700 million
2028 USD 2,400 million

Prestige Make-Up Market

2023 USD 319 million
2028 USD 403.5 million

03

Fragrance Market

2023 USD 400 million
2028 USD 500 million

Prestige Fragrance Market

2023 USD 163.3 million
2028 USD 200.6 million

INDONESIA'S LUXURY GOODS MARKET IS EXPECTED TO GROW ANNUALLY BY **3.73%** (CAGR 2023-2028)

With a growing middle class and increasing disposable income, there is a rising demand for premium and luxury fragrances among Indonesian customers.

More than 40 million people, about **15% of Indonesians**, categorized as mid to high-income individuals, are willing to pay for well-known imported brands.

List of Prestige Retailers and Chains ;

17	Sogo	1	Galleries Lafayette
15	Metro	1	Central
2	Seibu	18	Sephora

More and more luxury beauty brands have entered the Indonesian market. Luxury beauty brands are progressively opting for their own counters or boutiques within department stores and upscale shopping centers.

In **2024**, the significance beauty consumers place on value will drive the importance of quality.

The emerging ‘quiet beauty’ trend will emphasize the quality of ingredients, proven effectiveness of products and reassurance of simplicity.

Brands like La Roche-Posay, Skintific and Wardah are taking the market share significantly in the past few years, taking advantage of the huge population of Indonesia.

List of Mass Retailers and Chains ;

86	Transmart	157	Watson's
50	Sociolla	217	Matahri
156	Guardian	400	Century

What We Do

MWG's reach extends through many counters in prime and permanent locations and regular creative pop-ups in upscale shopping centers, ensuring optimal exposure and accessibility. MWG prioritizes staff development through regular intensive training sessions. Looking ahead, MWG plans to amplify its online presence and broaden its outreach. This commitment underscores MWG's dedication to sustained growth and prominence.

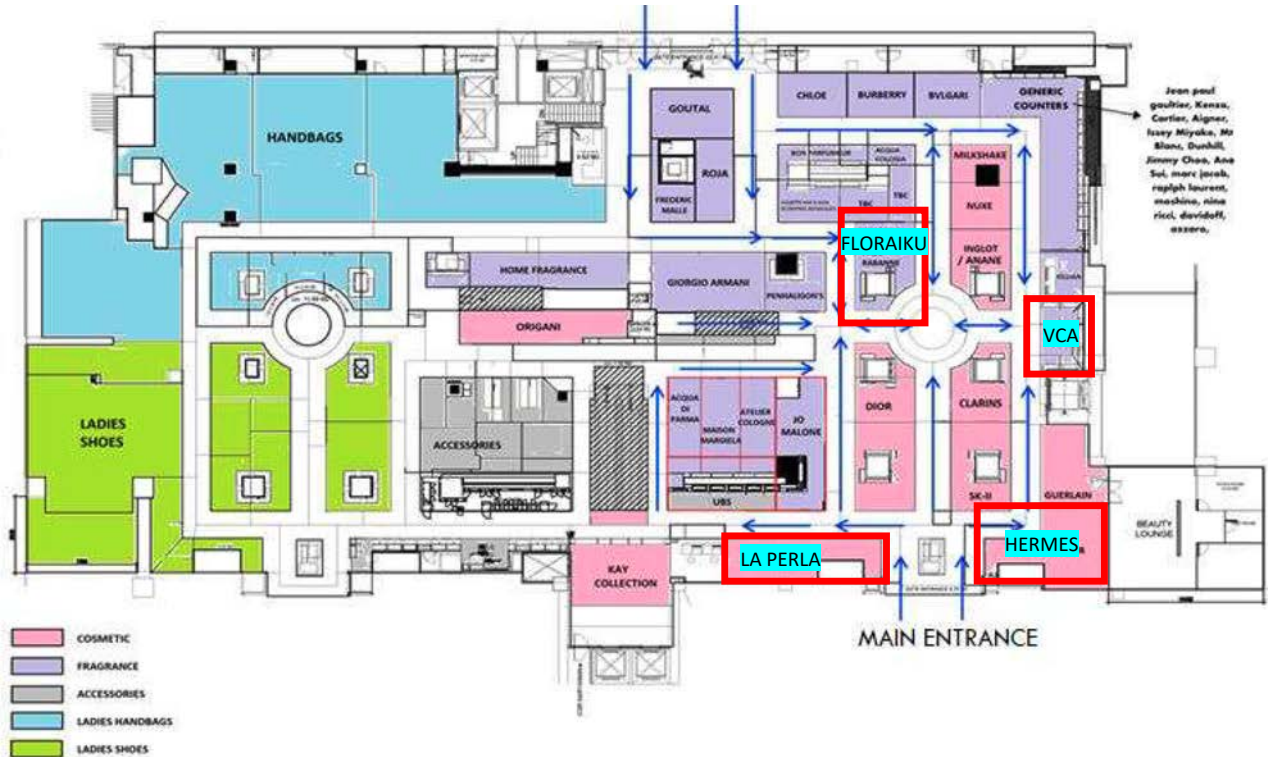
- **Permanent Locations**
- **Promotions**
- **Beauty Workshops**
- **Events & Digital Marketing**
- **Training and Education**

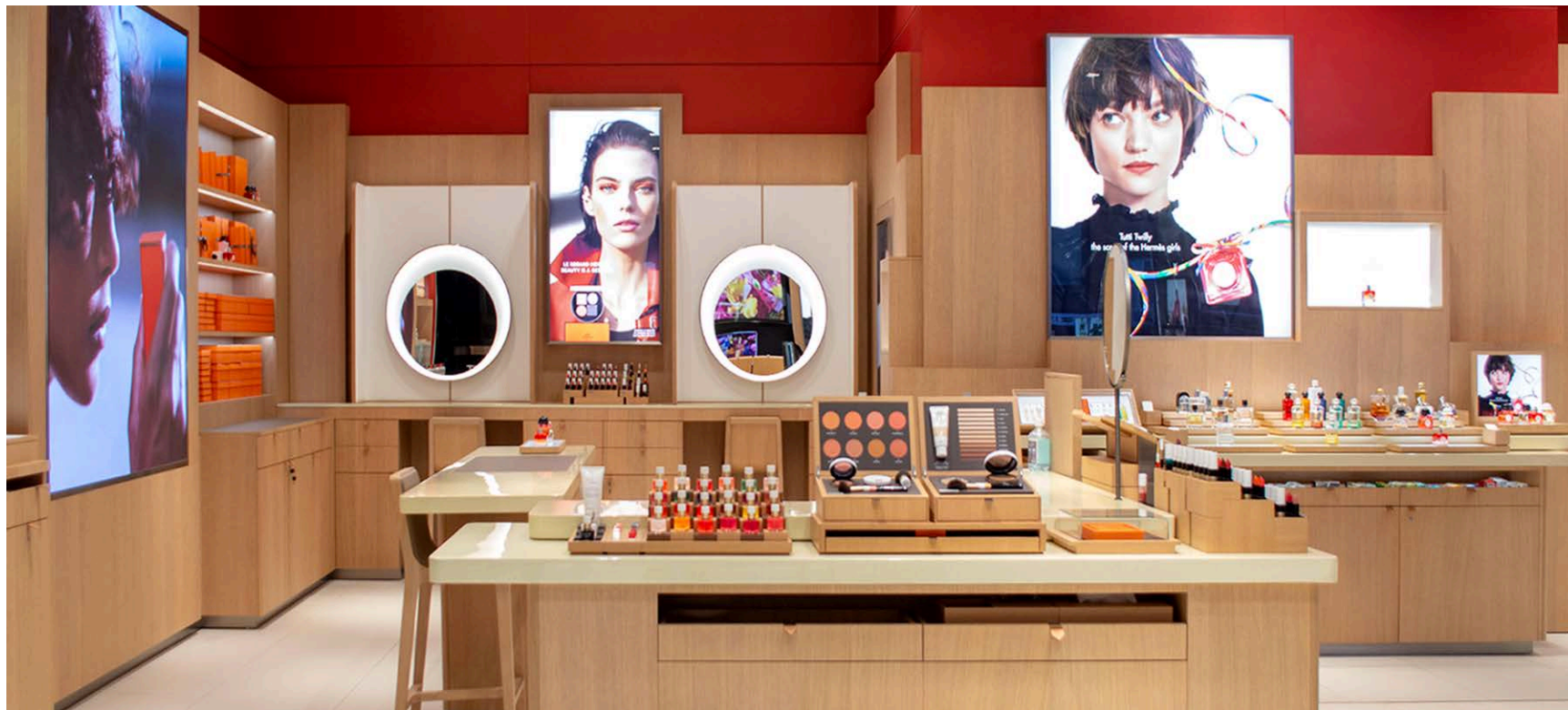
[What We Do]



PERMANENT LOCATIONS









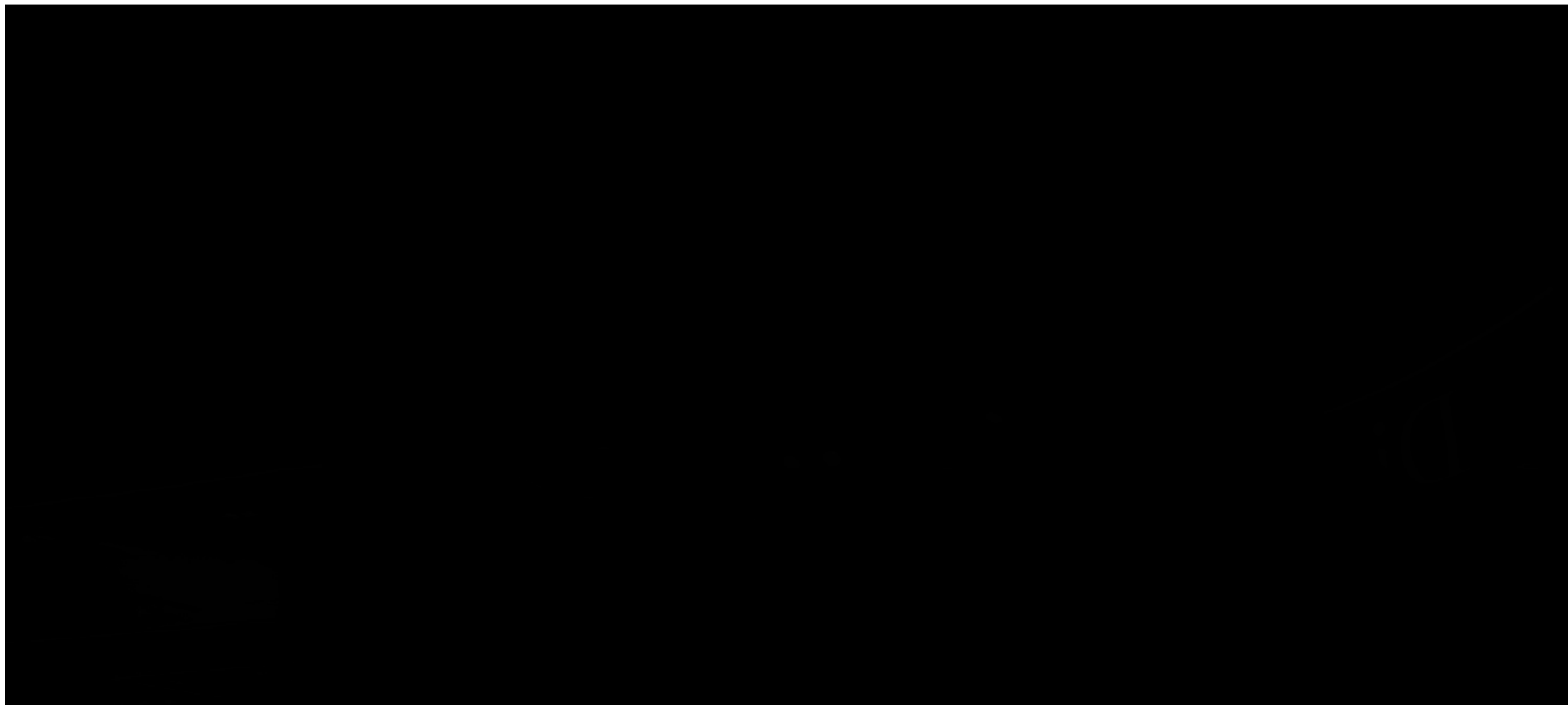








[What We Do] PERMANENT LOCATION – Van Cleef & Arpels (video)









Sogo Plaza Senayan – Jakarta



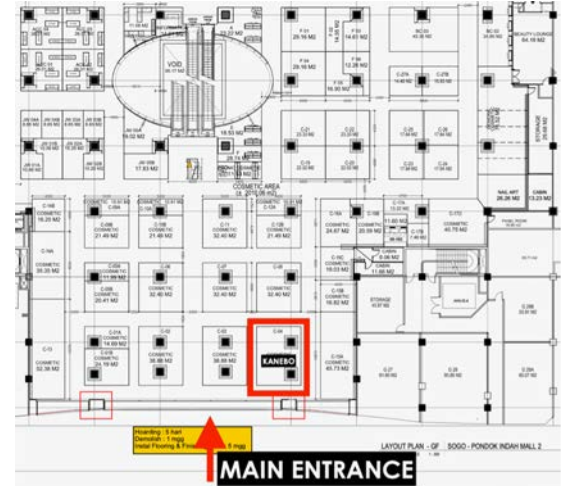
Seibu Grand Indonesia – Jakarta





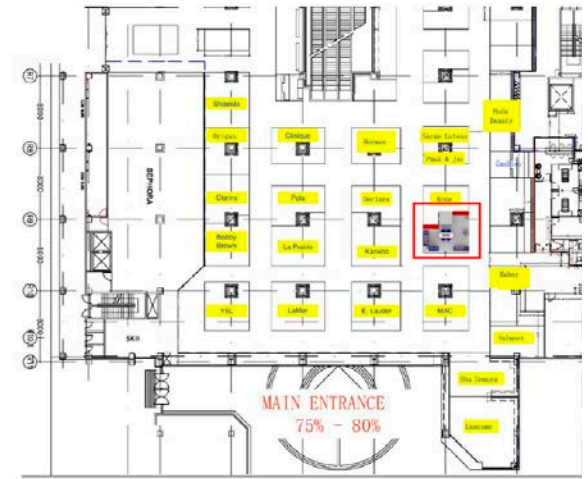


[What We Do] PERMANENT LOCATION – Kanebo









[What We Do]



PROMOTIONS





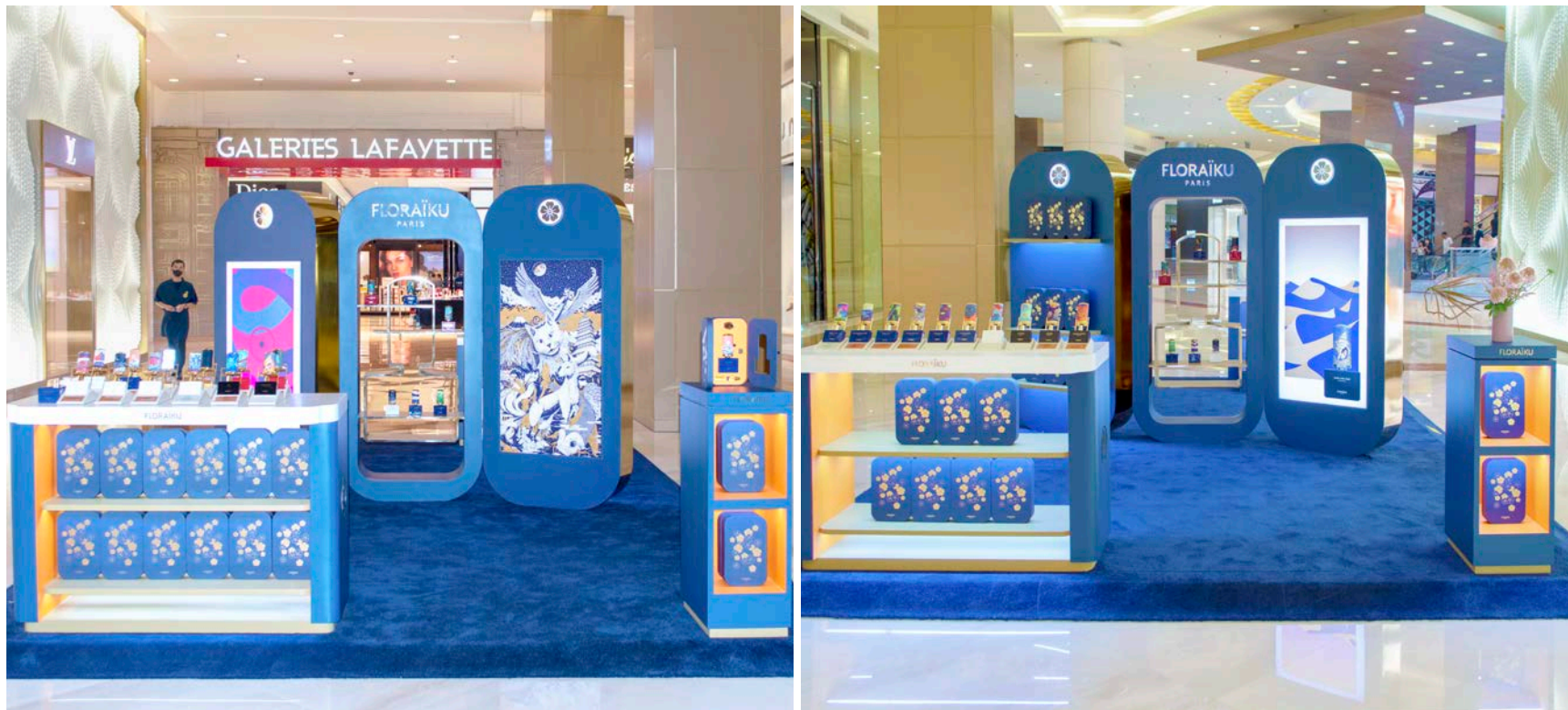














Sogo Kelapa Gading – Jakarta



Sogo Plaza Senayan - Jakarta







[What We Do]



BEAUTY WORKSHOPS





Roadshow partnering with banks to educate and give beauty service to the Priority members though out Indonesia.

Jakarta	Central Jakarta West Jakarta South Jakarta East Jakarta	Central Java	Solo Semarang Jogjakarta
Bogor	Bogor city	East Sumatra	Medan
West Java	Bandung city Garut Cianjur Cirebon	Bali	Denpasar
East Java	Malang Sidoarjo Mojoekerto Madura		



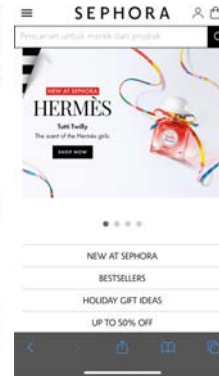
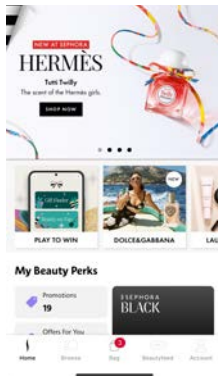
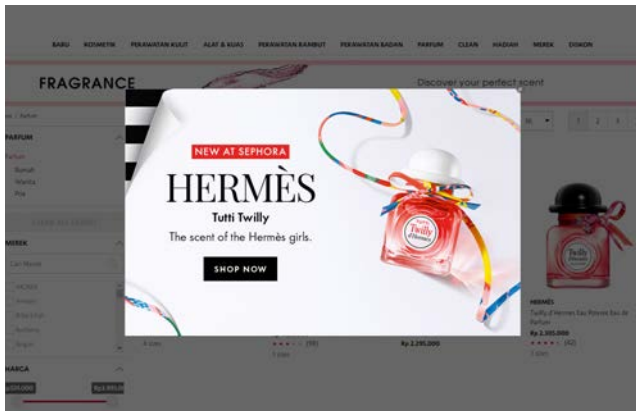
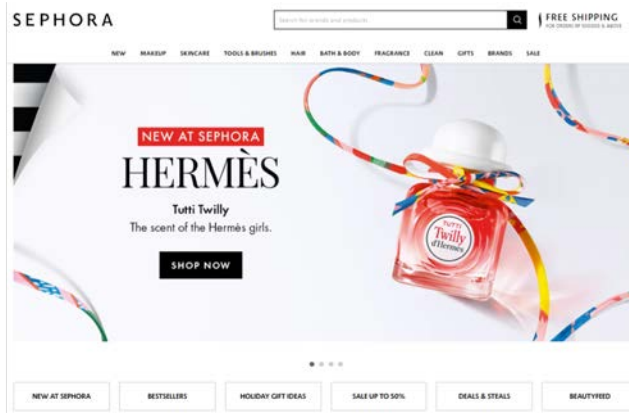


[What We Do]



EVENTS & DIGITAL MARKETING





Tutti Twilly
the scent of Hermès girls.





42 likes
 #pacificplacejakarta All eyes will be on you with the fragrance of Van Cleef & Arpels haute parfumerie. It can add to the mood for going through the day.
 Pick up your perfume now at Van Cleef & Arpels at Galeries Lafayette, Pacific Place Mall, Ground Floor.
 #pacificplacemail
 #pacificplacejakarta
 #pacificplace
 3 days ago

42 likes
 #pacificplacejakarta All eyes will be on you with the fragrance of Van Cleef & Arpels haute parfumerie. It can add to the mood for going through the day.
 Pick up your perfume now at Van Cleef & Arpels at Galeries Lafayette, Pacific Place Mall, Ground Floor.
 #pacificplacemail
 #pacificplacejakarta
 #pacificplace
 3 days ago

42 likes
 #pacificplacejakarta All eyes will be on you with the fragrance of Van Cleef & Arpels haute parfumerie. It can add to the mood for going through the day.
 Pick up your perfume now at Van Cleef & Arpels at Galeries Lafayette, Pacific Place Mall, Ground Floor.
 #pacificplacemail
 #pacificplacejakarta
 #pacificplace
 3 days ago

Liked by hellolalulu and 62 others
 lafayettejkt Created in 2009, Van Cleef & Arpels' Collection Extraordinaire pays homage to the noblest ingredients in perfumery.
 Just like the purest precious stones selected for use in High Jewellery, some essences deserve to be elevated to the

Just like the purest precious stones selected for use in High Jewellery, some essences deserve to be elevated to the



VAN CLEEF & ARPELS

Haute Parfumerie



Created in 2009, Van Cleef & Arpels' Collection Extraordinaire pays homage to the noblest ingredients in perfumery. Just like the rarest precious stones selected for use in High Jewellery, some extraordinary essences compose the perfumer's palette.

Ambro Impérial, Réve d'Enoch, Néroli Amara... the collection's many facets invite us to contemplate the legendary ingredients of Haute Parfumerie on the skin. These raw materials are given a new bold and liberated lease of life in this collection of unexpected creations. In particular, Ambro Impérial transports us to a dreamlike Orient, a land of Arabian Nights. This fragrance does not hint or suggest. The immediately identifiable oriental accord combines the freshness of bergamot in the top notes with the fullness of tonka bean in the base notes. This singular contrast is strengthened by the presence of fresh, bursting pink peppercorn and Laos cinnamon. The ambery notes then mingle with benzoin and vanilla. Several woody notes bring the scent to a close. Spicy, resinous and balsamic, the fragrance is equally mysterious & majestic.

The refined bottles of Collection Extraordinaire showcase the

splendour of the scents. A brown thread wraps around the neck of each bottle, bearing a plaque stamped with a seal. A pure white label reveals the name of the fragrance. Each bottle is then housed in a beautiful white box highlighted by the Maison's signature green border. In the imaginary world of Van Cleef & Arpels fragrance, white is associated with purity, clarity, luminosity. As such, this intends to boldly evoke an iconic "white material", enhancing the most delicate & cottony facets to reflect the refined olfactory structures. White for purity. White for softness. White for perfect balance.

The "Réve de Matière" fragrances at the heart of the collection take us on a sensory voyage through perfumes based on precious absolutes. Their matt black glass bottles glitter with delicate reflections and are nestled in an exquisite lacquered wood box. Created using the noblest raw materials, they invite the beholder to experience an exceptional moment. The senses are awoken long before the fragrance's composition is revealed. The velvet clad interior conceals a treasure: an original bottle crossed by matt and glossy black lines to create a hypnotic light effect. A black tie around the bottle's neck reveals a drop bead, a metal diamond engraved with the Maison's monogram.



59 VAN CLEEF & ARPELS @ Carillon, Lattimer Pacific Plaza Mall, Jakarta

BEAUTY & WELLNESS

STYLE BEAUTY



Collection Extraordinaire: Eksplorasi Koleksi Parfum yang Mengagumkan

Putrika Annaya Salsabila
16 November 2023



Bukan hanya unggul dengan koleksi perhiasan, Van Cleef & Arpels hadirkan koleksi parfum yang siap manjakan indra penciuman Anda!

Collection Extraordinaire dari Van Cleef & Arpels, lahir pada tahun 2009, adalah penghormatan terhadap bahan-bahan parfum paling eksklusif, mencerminkan seleksi batu permata berharga dalam untuk koleksi perhiasan ikonisnya.

See Also



[What We Do] EVENTS & DIGITAL MARKETING – Coach



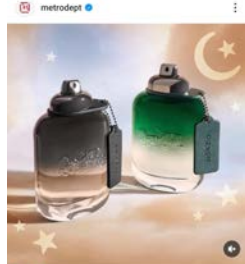
gerryhadi My new scent obsession from #CoachGreen #CoachFragrances ... more
View all 121 comments



Liked by multiwangialami and others
gerryhadi My new scent obsession from #CoachGreen #CoachFragrances
Exclusively distributed by @multiwangialami #APartoMultiWangGroup.



Liked by Misosselman and 162 others
sogo_ind Step into the enchanting world of Hari Raya with Coach fragrances. Let every scent whisk you away to moments of joy, togetherness, and cherished memories. Wishing you a joyous Eid Mubarak filled with love and laughter!
Shop now at SOGO Department Store



Liked by #raZ89 and others
metrodept Step into the enchanting world of Hari Raya with Coach fragrances. Let every scent whisk you away to moments of joy, togetherness, and cherished memories. Wishing you a joyous Eid Mubarak filled with love and laughter!
Shop now at METRO Department Store, and METRO Easy Shop
#CoachFragrances #ShopMETRO #METROEasyShop #METRO



118 likes
seibu_ind Introducing Coach Open road, a woody aromatic Eau de Toilette inspired by a road trip along the American coastline and the thrill of living for the adventure.
Now available at SEIBU Department Store
#SeibuIndonesia #Seibudepartmentstore #CoachOpenRoad #Coachperfume #CoachNY



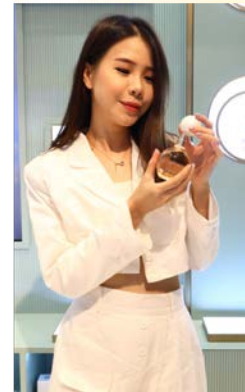
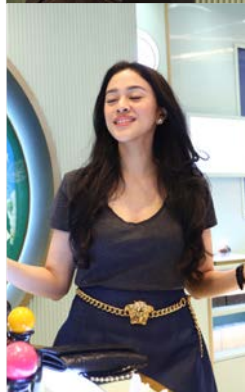
84 likes
sephoraind Step into the enchanting world of Hari Raya with Coach fragrances. Let every scent whisk you away to moments of joy, togetherness, and cherished memories. Wishing you a joyous Eid Mubarak filled with love and laughter!
#CoachFragrances #SephoraIDN



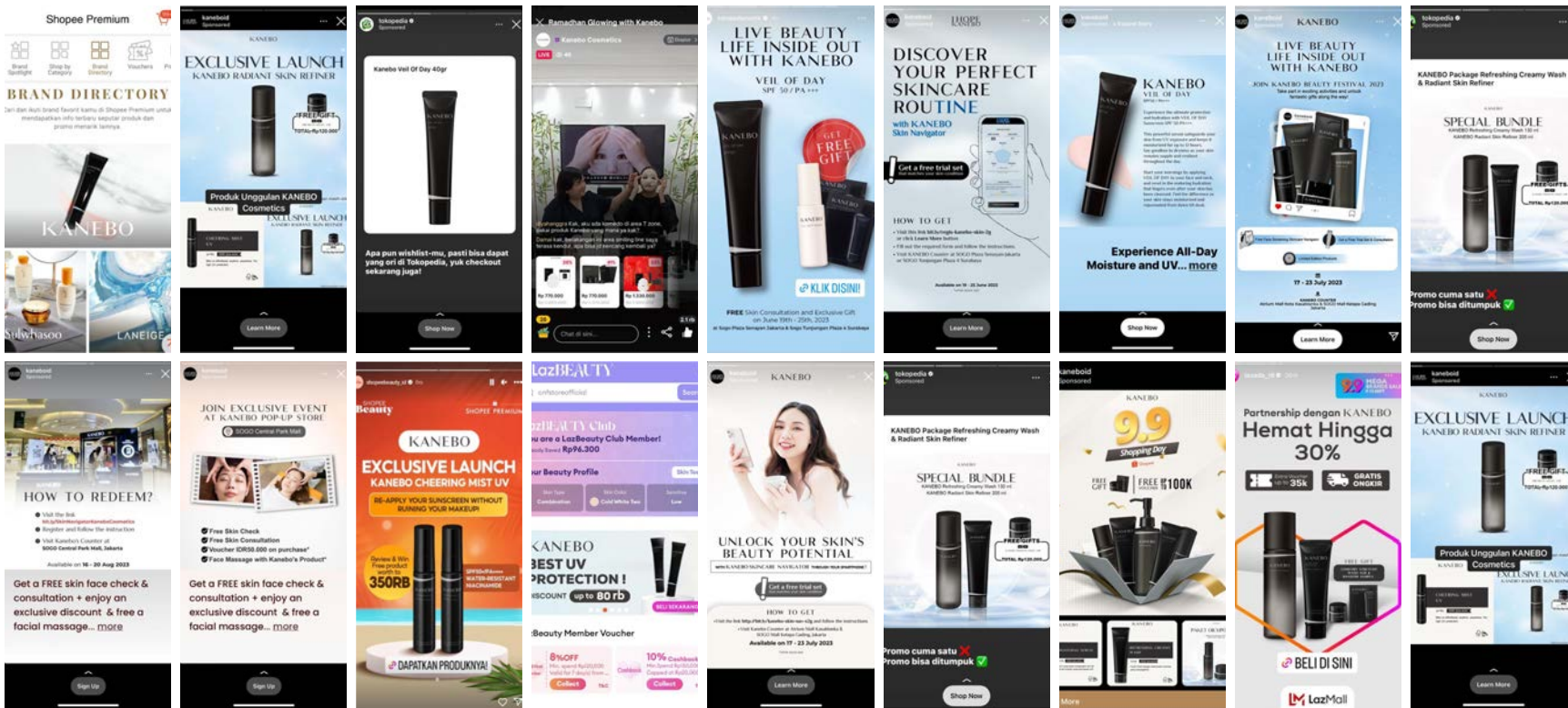
621 likes
sogo_ind Introducing Coach Open road, a woody aromatic Eau de Toilette inspired by a road trip along the American coastline and the thrill of living for the adventure.
Available at SOGO
#VisitSOGO #SOGOIndonesia #CoachOpenRoad #Coachperfume #CoachNY
View 1 comment



85 likes
sephoraind Introducing Coach Open road, a woody aromatic Eau de Toilette inspired by a road trip along the American coastline and the thrill of living for the adventure.
#CoachOpenRoad #Coachperfume #CoachNY

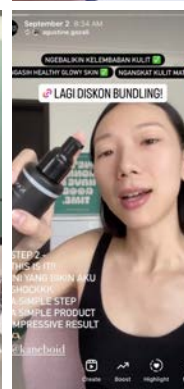
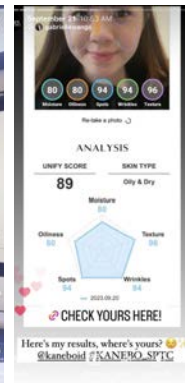
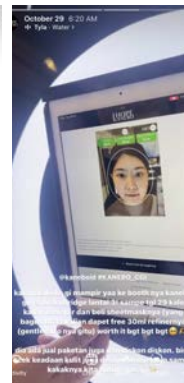
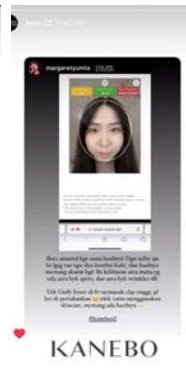


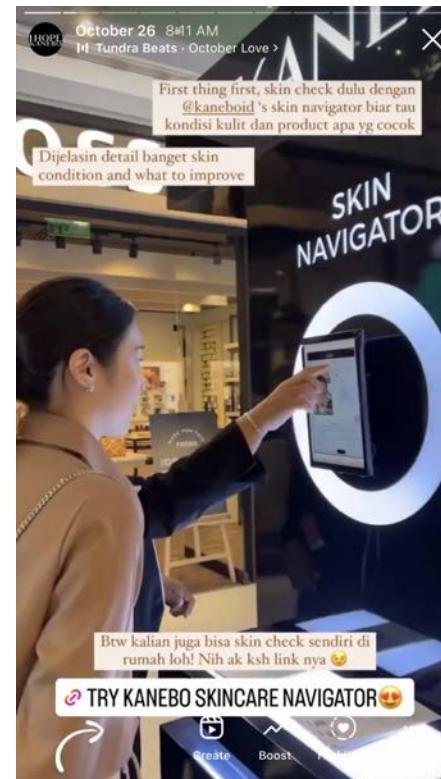
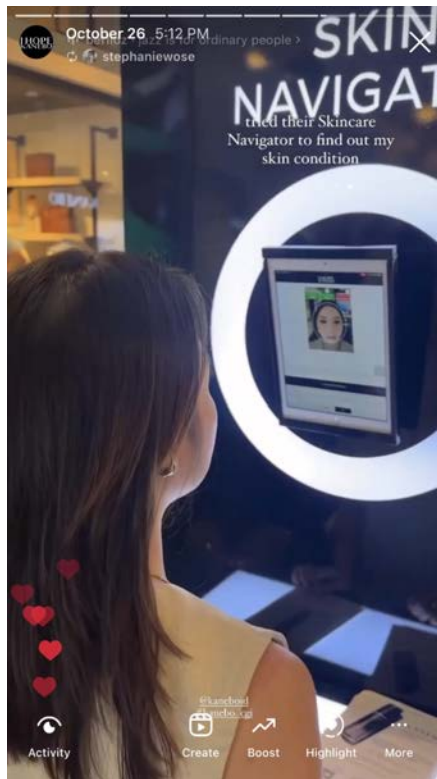


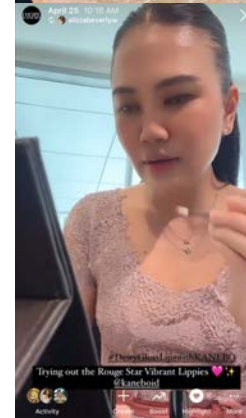


The grid displays 20 screenshots of digital marketing and event strategies for Kanebo across various e-commerce platforms:

- Shopee Premium:** Brand Directory for Kanebo, featuring product images and brand information.
- Shopee:** Exclusive Launch for Kanebo Radiant Skin Refiner, highlighting a free gift offer.
- Tokopedia:** Kanebo Val Of Day 40gr, featuring a product image and a 'Shop Now' button.
- Tokopedia:** Ramadhan Glowing with Kanebo, featuring a video of a woman applying product and a 'Shop Now' button.
- Shopee:** Live Beauty Life Inside Out with Kanebo, featuring a product image and a 'KLIK DISINI!' button.
- Shopee:** Discover Your Perfect Skincare Routine with Kanebo Skin Navigator, featuring a product image and a 'Learn More' button.
- Shopee:** Experience All-Day Moisture and UV... more, featuring a product image and a 'Shop Now' button.
- Shopee:** Live Beauty Life Inside Out with Kanebo, featuring a product image and a 'Learn More' button.
- Shopee:** Kanebo Package Refreshing Creamy Wash & Radiant Skin Refiner, featuring a product image and a 'Shop Now' button.
- Shopee:** Special Bundle for Kanebo Radiant Skin Refiner, featuring a product image and a 'Shop Now' button.
- Shopee:** How to Redeem? for Kanebo Cheering Mist UV, featuring a product image and a 'Sign Up' button.
- Shopee:** Exclusive Launch Kanebo Cheering Mist UV, featuring a product image and a 'Sign Up' button.
- LazMall:** Exclusive Launch Kanebo Cheering Mist UV, featuring a product image and a 'DAPATKAN PRODUKNYA!' button.
- LazMall:** Best UV Protection! for Kanebo Cheering Mist UV, featuring a product image and a 'Collect' button.
- LazMall:** Unlock Your Skin's Beauty Potential, featuring a product image and a 'Learn More' button.
- LazMall:** Kanebo Package Refreshing Creamy Wash & Radiant Skin Refiner, featuring a product image and a 'Shop Now' button.
- LazMall:** Special Bundle for Kanebo Package Refreshing Creamy Wash & Radiant Skin Refiner, featuring a product image and a 'Shop Now' button.
- LazMall:** Partnership dengan Kanebo Hemat Hingga 30%, featuring a product image and a 'BELI DI SINI' button.
- LazMall:** Exclusive Launch Kanebo Radiant Skin Refiner, featuring a product image and a 'Learn More' button.

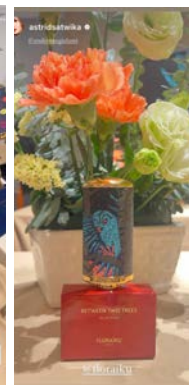
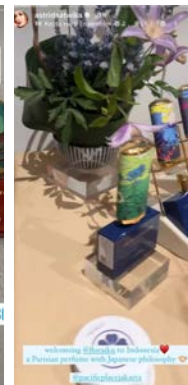
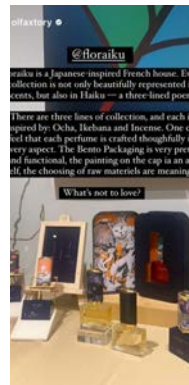
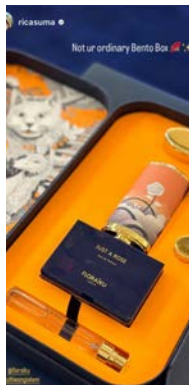


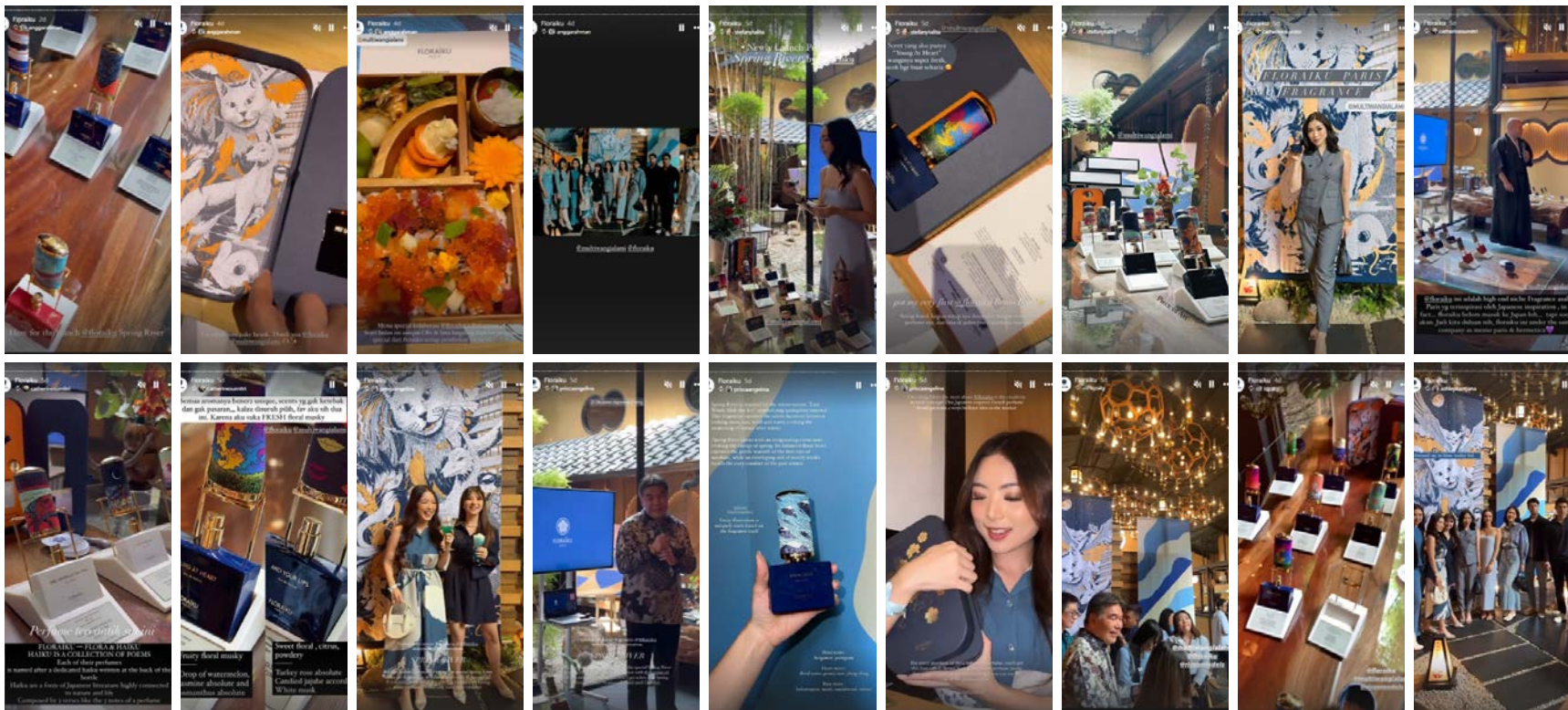














The menu card is set against a background of a stylized river with blue and teal water and dark blue rocks. The text is centered on a white rectangular area.

FLORAĪKU
PARIS

SPRING RIVER SET MENU

Chirashi Don which consist of fresh salmon, kanpachi and maguro, served with a complementary Ebi and Vegetable Tempura; Grilled Salmon, Scallop, and Tamago; Smoked Duck and Beef Sukiyaki. End the meal with sweet combination of Mochi Ice Cream, Fresh Strawberries and Matcha Cookie Crumbles

FLORAĪKU PARIS

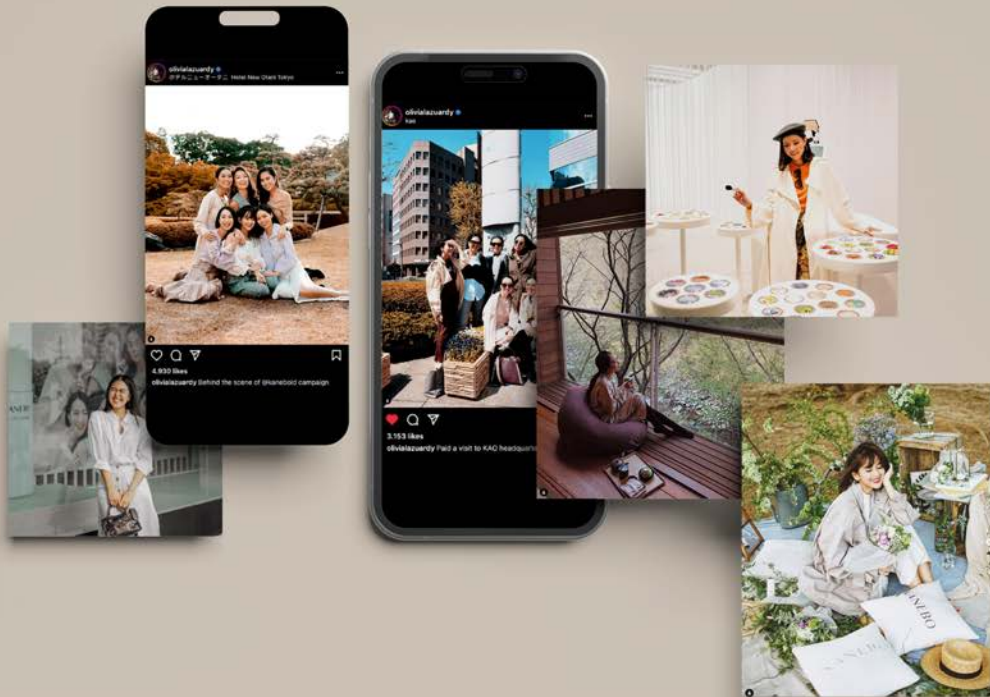
Spring River is the latest fragrance launch by French perfume house, Floraiaku Paris. Created in collaboration with perfumer Alienor Massenet, Spring River is inspired by the awakening of nature and the arrival of spring. Fresh citrus top notes are blended with a delicate floral heart before closing in a cloud of woody musks, recalling the enveloping cocoon of winter just past.

Founded in 2017 by Clara and John Molloy, Floraiaku Paris is inspired by the sophistication and refinement of Asia. Available exclusively in Galeries Lafayette, Pacific Place Mall, Jakarta. Floraiaku features three key collections paying homage to traditional ceremonies in Asian culture: tea and spices, Ikebana flowers and incense.



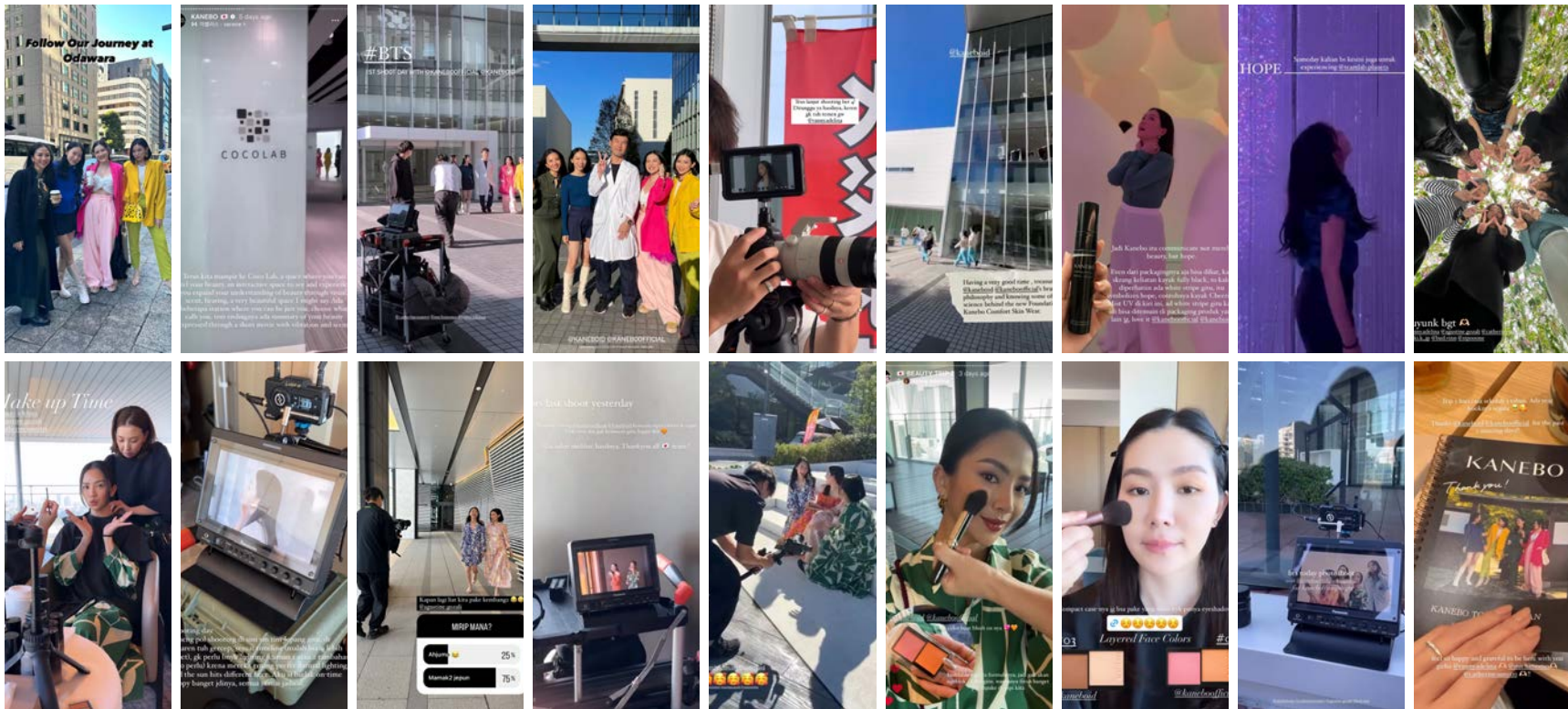
OKUZONO













[What We Do]



TRAINING AND EDUCATION











MULTIWANGI GROUP

House of Prestigious Brands

CONTACT US

A Petojo Utara VII no.50B
Jakarta 10130, Indonesia

E virlya.budiono@multiwangi.com

T +62-811-975-666