



FOR IMMEDIATE RELEASE

Contact: Mark Jerkins
407.222.3576
mark@tinsleycreative.com

The PCA Group to Distribute Royalty by Maluma Fragrance Collection Worldwide

New York, NY - The PCA Group - a worldwide leader in the beauty industry and recognized as the prominent source for licensing and distribution - has assumed worldwide distribution of singer, songwriter, actor and global superstar Maluma's first range of fragrances, Royalty by Maluma, The King and Queen Collection. The four majestic, sensual scents for both men and women are crafted to make a lasting impression.

Worldwide distribution will all be done via PCA's vertically integrated powerhouse that has the ability to distribute to multiple channels quickly, efficiently, and accurately from the over 1.5 million cubic feet negative energy warehouse distribution facility that is completely solar powered.

"Working with Maluma has been a great experience so far" said The PCA Group President Piyush Golia. "We're looking forward to working alongside him more and watching his brand evolve with us."

The King and Queen Collection was launched in March 2022 in partnership with Hampton Beauty Associates. Inspired by the power of gemstones, each fragrance in the collection represents a different jewel – Jade, Onyx, Garnet, and Amethyst. The beauty and energy each represent brings a sense of power and embody royal qualities of strength and luxury.

"My feeling is that everyone should remember who they are and never let their crown slip because we are all Kings and Queens", expressed Maluma when describing the inspiration behind the scents. "My father let me wear his signature fragrance in the morning when growing up and it created my love for scent at a very young age".

The PCA Group was founded in 1993 with a mission to be a global leader in the beauty industry. Three decades later it has expanded into a \$700+ million dollar enterprise. With over 2,000 employees, the company has more than 70,000 retail doors covered through all retail channels including high-end luxury, mass/mid-tier, independents and eCommerce. The PCA Group is known for its licensing, distribution, and marketing capabilities and is a trusted partner for numerous designer fragrance and beauty brands like Derek Lam, Thomas Kosmala, Rebecca Minkoff, Mercedes Benz, Fila, Furla, and others.

For more information on The PCA Group, visit www.thepcacompanies.com.
For more information on Maluma, visit <https://royaltybymaluma.com>.

###

SP:050223