

AIR WORLD

From a dream to reality



AIR
PARIS

First edition/ July 2019



Introducing
AIR COSMETICS PARIS

AFFORDABLE
LUXURY MAKEUP
FOR WOMEN
OF COLOUR

About AIR



Officially founded in 2019 after a 2-year research and development, AIR Cosmetics Paris, a subsidiary of AIR World, was founded by British-Nigerian serial technology entrepreneur and consumer advocate – **Peter Alfred-Adekeye**, with the mission of developing affordable, ultra- high quality, luxury beauty products for the underserved 1 Billion women of colour in Africa and the diaspora.

Our mission at Air Cosmetics Paris is to democratise the luxury makeup industry and create a range of affordable ultra-high quality products for all women of colour .

Like the Air we breathe, our goal at AIR Cosmetics is to create a range of ultra-high quality luxury makeup collection, that is 100% made in France and Italy, cruelty-free,

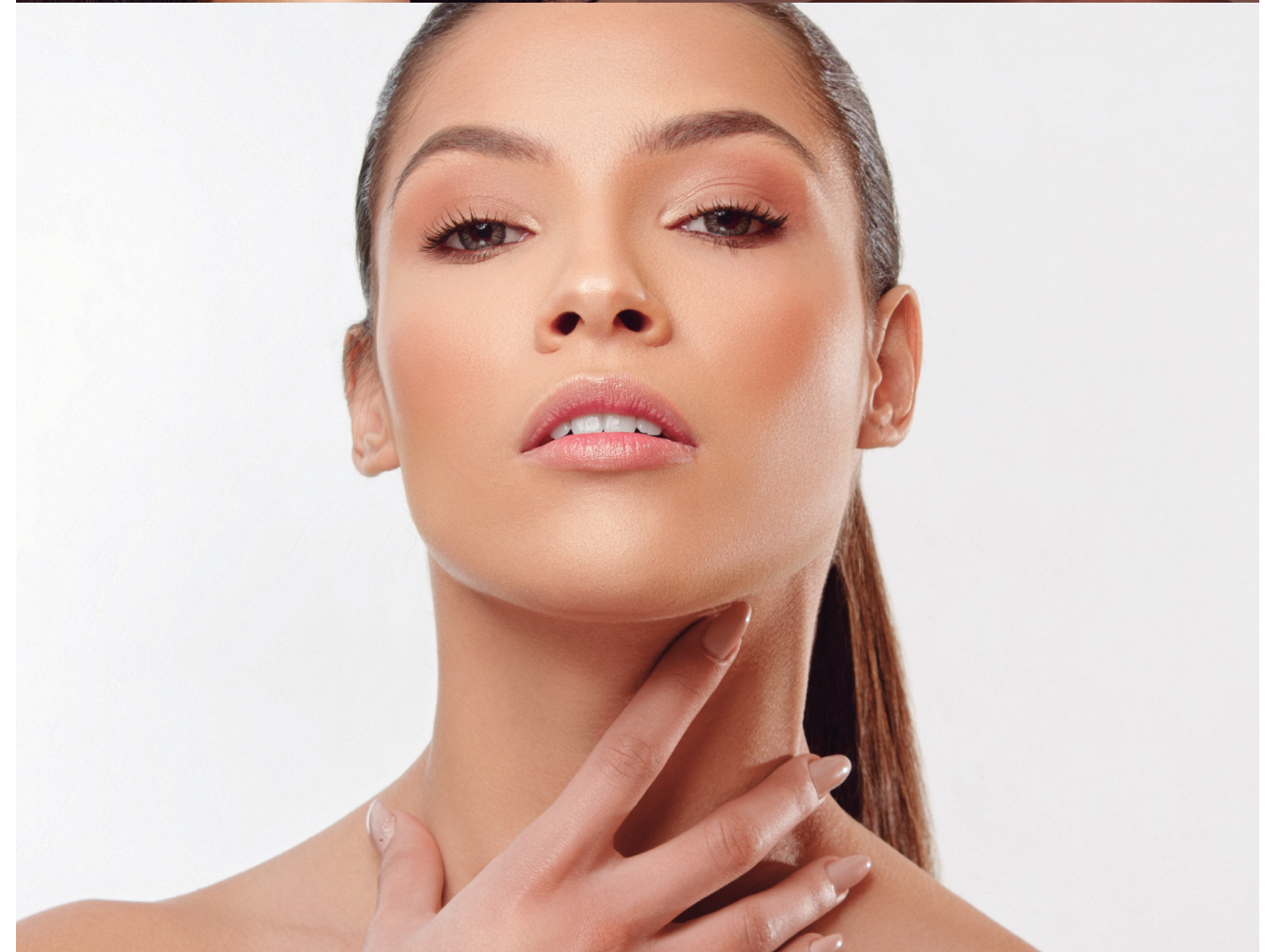
affordable and globally accessible to all women of colour, be they in Timbuktu, the Banlieues of Paris or Brooklyn.

As an African, Africa has always been Peter's main inspiration and through our products , we shall showcase the true beauty of Africa so the world may learn and discover this fascinating continent of the Queen of Sheba, the Pharaohs, Mansa Musa, Queen Amina of Zaria and many more history greats.

Through our AIR Women Foundation, our non-profit, we shall earmark 1% of our profits towards creating local businesses for would-be migrant women in Africa and thus empower them to stay in their countries, rather than risk life, limb and sexual abuse on the treacherous journey across the Sahara, en route to Europe.



As part of our mission to democratise the Luxury industry, rather than using celebrities and supermodels as the face of our brand, we crowd-source youngsters from the streets of Paris and from Parisian universities through social media.



ULTRA-HIGH QUALITY

Quality is one of our core value proposition to our customers and that is why, **all our products are made 100% exclusively in France and Italy.**



Founder of Air World, Peter Alfred-Adekeye and Chief of Products Fatim Ibrahima during a visit to one of Air cosmetics' manufacturing facilities in France.

Product Testing Event



INTRODUCING

AFRICA

The worlds' sexiest liquid lipstick





What is AFRICA?

The Sexiest
Liquid Lipstick
in the World.

How is AFRICA?

Highly pigmented

Weightless

Long-wearing

Elegant with an incredible texture

Easy to apply

“AFRICA” is unique and its red colour is adapted
to all skin shades and tones

AFRICA looks outlandish on every skin shade.

What is in AFRICA?

Vitamin E

Shea Butter

Antioxidants

Why is AFRICA so cool ?

AFRICA is cool because it is the sexiest lipstick you will
ever find. It is rich and highly pigmented with a super
intense non-transfer colour that stays on all day.

AFRICA is cruelty free

A
unique
colour
for all
skin
shades



Affordability

Air Cosmetics Products are available for purchase on the Internet at www.air.maison and from 1 August, 2019 on the blockchain at

<https://www.multiven.io/>

[seller/0x632C2B81019670c515402DA0105263597F92E72f](https://www.multiven.io/seller/0x632C2B81019670c515402DA0105263597F92E72f)



LEADERSHIP



Peter Alfred-Adekeye is a serial technology entrepreneur and consumer advocate. Peter founded Air Cosmetics Paris and its parent company Air World in 2018.



Fatim Ibrahima is the Chief of Products at AIR Cosmetics Paris. Fatim is passionate about culture diversity, beauty, luxury and fashion.





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