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Comment

Coming together



With the impact of digital, new business models continue to emerge, especially when it comes to how brands and retailers are working together.

Last week, luxury group Richemont announced it was setting up a joint venture with China's online giant Alibaba in a bid to reach more Chinese consumers both at home and abroad and to furnish it with firepower in digital and e-commerce.

At the other end of the spectrum, in the supermarket sector, Hong Kong-based retail group AS Watson said it had created a joint venture with local supermarket chain Yonghui and Chinese internet group Tencent to create what it calls the largest grocery retail business in Guangdong, China. French supermarket group Carrefour struck a similar deal with Yonghui and Tencent at the beginning of the year.

These deals highlight how traditional offline brands and retailers are seeing more advantages in teaming up with online companies (for data, reach, media and awareness building) rather than working without or against them. It also illustrates the value online companies see in having an offline presence. Indeed, just last week Amazon made another move into brick-and-mortar retail with the opening of a fashion pop-up store in London. This follows the opening of its recent 4-Star boutique in New York, the rollout of its Amazon Go cashless stores and of course its acquisition of US-based retailer Whole Foods. Speculation continues that Amazon could be looking to get even deeper into physical retail and that it could make another brick-and-mortar acquisition (there are more than a few struggling chains that may be eager to sell). The online and offline worlds continue to come together.

Oonagh Phillips

Editor in Chief

ophilips@bwconfidential.com

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News roundup

At a glance...

- **J&J makes offer for to buy Ci:z Holdings Co**
- **Symrise to create fragrance based on AI**
- **Debenhams to close 50 stores, reports loss**

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Strategy

US-based conglomerate **Johnson & Johnson** (J&J) has made an offer to buy Japanese cosmetics maker Ci:z Holdings Co in a move to strengthen its presence in Japan and bolster its roster of dermocosmetics brands. Johnson & Johnson is to buy all the outstanding shares in Ci:z Holdings Co that it does not already own for around ¥230bn (\$2.05bn)—or ¥5,900 (\$52.60) per share—in cash.

Ci:z Holdings Co markets, develops and distributes a range of dermocosmetic, cosmetic and skincare products under the Dr.Ci:Labo, Labo Labo and Genomer brands.

Beyond strengthening its presence in Japan and adding to its skincare portfolio, the deal gives J&J access to what it says is one of the largest CRM databases for direct-to-consumer skincare in Japan. J&J also plans to develop Ci:z Holdings' portfolio and its distribution.

In 2016, J&J affiliate Cilag forged a long-term partnership with Ci:z Holdings Co to distribute the company's brands outside Japan. Cilag acquired around 19.9% of the company's outstanding shares as part of the deal.

French pharmaceutical and dermo-cosmetics company **Laboratoires Expanscience** has acquired US-based mineral skincare brand Babo Botanicals. The acquisition aims to strengthen Laboratoires Expanscience's position in the baby and family category, where it is already present with French dermocosmetic and natural skincare brand Mustela. It will also give Mustela access to US distributors and key retailers such as Whole Foods, where Babo Botanicals is launching nationwide.

Babo Botanicals was founded in 2010 by Kate Salomon. The brand offers a range of mineral and plant-based products for babies, children and adults with sensitive skin, including skincare, suncare and haircare.

German fragrance house **Symrise** has partnered with IBM Research to create perfumes based on Artificial Intelligence (AI). The first initiative of the project, which is called Philyra, is the creation of two fragrances for Brazilian company O Boticário set to launch in 2019.

The company says the project enables its perfumers to work with AI apprentices to analyze thousands of formulas and historical data so they can identify patterns and predict new combinations. It adds that the process makes fragrance creation more efficient and will allow perfumers to create new types of formulas.

Symrise states that Philyra's large data bank consisting of fragrance ■■■



BW Confidential
 17 rue Louis Rouquier
 92300 Levallois-Perret, France
 contact@bwconfidential.com
 Tel: +33 (0)1 74 63 49 61
 Fax: +33 (0)1 53 01 09 79
 www.bwconfidential.com
 ISSN: 2104-3302
Publisher: Nicolas Grob
Editorial Director: Oonagh Phillips
 ophillips@bwconfidential.com
Journalist & Copy Editor: Katie Nichol
 knichol@bwconfidential.com
Journalist: Monica Defrances
 mdefrances@bwconfidential.com
Contributors: Sophie Douez, Alex Wynne,
 Renata Ashcar, Mayu Saini, Corinne Blanché,
 Naomi Marcoulet, Kevin Rozario, Tina Milton
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News roundup

■■■ formulas, data about fragrance families—fruity, oriental or flowery—as well as historical data, allows perfumers to create highly targeted scents, such as a fragrance for Brazilian male millennials, for example.

UK-based fragrance house **CPL Aromas** has acquired Spanish company dM fragrances, also known as Bastet. It will now operate as CPL Aromas Spain. The acquisition will mean that CPL Aromas has production facilities in the European Union after the UK leaves the EU in March 2019. dM fragrances' Barcelona operation includes production, creative perfumery, sales, marketing and evaluation facilities. Outside Spain, it has a strong presence in the Middle East and Africa. CPL Aromas Spain will be the company's 18th global site. CPL Aromas has annual sales of \$120m and 600 employees.

Dior has launched an Instagram account dedicated to skincare, @diorskincare. Dior says that through the account it will open the doors to its skincare laboratories and provide reports and interviews with skincare professionals.

The brand adds that the Instagram account will also go behind the scenes of its skincare locations (including the Dior Gardens, the Granville Villa, the Helios Lab and the company's innovation centers in Asia), as well as offer tutorials and educational content on massage and skincare application techniques used in Dior institutes.



Retail



UK-based department-store chain **Debenhams** is to close 50 stores in the next three to five years, which could result in 4,000 job cuts. The company had previously said that it could close 10 stores. News of the store closures comes as the retailer announced a record loss of £491.5m (\$634m) for the year, compared with a profit of £59m (\$76.1m) last year.

Debenhams has been up against increased competition from online sales, and is the latest in a string of retailers to announce door closures. In September, UK-based department store House of Fraser filed for bankruptcy and was then sold to the Sports Direct group. Sports Direct also has a 30% share in Debenhams, and there is speculation that the two struggling department stores could be merged.

L'Oréal inaugurated its first pop-up store in travel retail for fragrance brand **Atelier Cologne** at Paris Charles de Gaulle Airport in October. The pop-up, which is ■■■

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News roundup

■■■ located at terminal 2E, is open for one month. It is intended to build awareness for the Atelier Cologne brand. "Around 80% of passengers through this airport will not know Atelier Cologne, but this operation, and travel retail in general, will help consumers discover the brand," commented Atelier Cologne co-founder Christophe Cervasel.

The pop-up has a strong sense of place with an Eiffel Tower decorated with oranges just outside the boutique space and the word 'Paris' featuring in the brand logo on the store's overhead signage—this is the first unveiling of the Paris addition to Atelier Cologne's logo. The store features the brand's engraving service and a wall of colored leather fragrance pouches.

L'Oréal Travel Retail Europe Middle East Africa India managing director Gianguido Bianco commented: "Atelier Cologne is a perfect brand for travel retail as it responds to the aspects of gifting; sense of place, where travelers can bring home souvenirs from Paris; personalization, with the possibility of engraving leather perfume cases, as well as service with expert fragrance advice. We are very motivated to develop this brand in travel retail and have big ambitions for it in Europe to begin with."

Atelier Cologne currently has around 30 doors in travel retail and was set to open a second pop-up store in Kuala Lumpur Airport in October.



Results

L'Oréal posted a 6.2% increase in third-quarter sales to €6.47bn, citing strong growth in skincare, Asia and the Luxe and Active Cosmetics divisions. On a like-for-like basis, sales were up 7.5%. The group said this was the highest quarterly growth it has seen in 10 years. For the first nine months, sales rose 1.8% (+6.8% like-for-like) to €19.86bn.

The group's Luxe division saw a 14.8% (+15.6% like-for-like) increase in sales for the third quarter to €2.32bn. L'Oréal said that the division is outperforming the market and continues to see strong growth in facial skincare and in Asia Pacific, especially China and Hong Kong.

The group said that the Consumer Products division, however, is held back by persistent difficulties in some countries. Sales for the first nine months were down 2.4% (+2.4% like-for-like) to €8.99bn.

The group singled out the performance of travel retail, which saw a 29.9% increase in sales, and e-commerce, which saw sales growth of 38.3% for the first nine months. ■■■

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News roundup

■■■ **Estée Lauder Companies** (ELC) posted net sales of \$3.52bn for the first quarter of fiscal 2019, an 8% increase compared to the prior-year period. Growth was reported in nearly all categories, regions and channels. On a constant currency basis, net sales grew 11%. Net earnings were \$500m, up 17% compared to the first quarter of fiscal 2018.

“Our top growth drivers were skincare globally, the Asia Pacific region and emerging markets, the global online and travel-retail channels, and most brands, including Estée Lauder, MAC, La Mer, Tom Ford and Origins. In addition, in the United States, excluding Bon-Ton closures, our performance among department stores turned positive,” said ELC president and ceo Fabrizio Freda.

Skincare net sales stood at \$1.49bn for the quarter, up 17%. Net sales for make-up saw an increase of 2% to \$1.41bn. Fragrance net sales fell 1% to \$472m.

In terms of region, net sales in the Americas fell 7% to \$1.24bn. Net sales in Europe, the Middle East & Africa grew 14% to \$1.43bn. Growth was primarily driven by travel retail and emerging markets, led by the Middle East and India, partially offset by weaker sales in the UK. In Asia Pacific, sales rose 24% to \$855m.

People

Vichai Srivaddhanaprabha, chairman of Thai duty-free retailer **King Power**, has been killed in a helicopter crash in the UK. Srivaddhanaprabha, who is also owner of UK football team Leicester City Football Club, was killed along with four other people, as his helicopter spun out of control near the football club’s stadium in Leicester last Saturday.

French fragrance house **Mane** has appointed Mathieu Nardin as perfumer. Nardin was most recently a perfumer at Robertet, spending six years in France and five in New York. He previously worked at Jeanne Arthès and Givaudan. Mane has also appointed Mélanie Duhamel as Fine Fragrance account manager. Duhamel joins Mane from IFF, where she worked for 11 years in France and three years in New York.



Avon Products has appointed James Thompson chief beauty & brand officer. Thompson will focus on marketing and innovation to create teams structured to work more closely with Avon’s markets. He will also be in charge of the rejuvenation of the Avon brand. Thompson has spent the last 24 years with beverage company Diageo, most recently as chief marketing and innovation officer for Diageo North America. Current Avon gvp (global vice president), global brand marketing, Alex Long, will transition to gvp, global commercial marketing.



Launches

Interparfums is to launch a new men’s fragrance for its Montblanc brand next spring called Montblanc Explorer. The fragrance was created by Givaudan perfumers Jordi Fernandez, Antoine Maisondieu and Olivier Pescheux. It contains notes of Italian bergamot, Haitian vetiver and Indonesian patchouli. The ad campaign shot by photographer John Balsom stars model Rein Langeveld. Four virtual reality videos have been created to allow viewers to discover the landscapes featured in the advert using VR headsets. ■



Social media monitor

BW Confidential reports on what's being said about beauty on social networks

There are an increasing number of conversations around the **authenticity of influencers**. Bloggers voice concern about questionable influencer activity like accepting exorbitant payments from brands or buying followers.

Bloggers have been praising recent innovation in **palettes and compacts**. Examples highlighted on social media include the Lypsyl Mirror Compact, which encloses a lip balm in a mirror compact, and the Kenzo World eyeshadow palette (pictured) offering eight shimmering shades inspired by the Kenzo World scent. This is seen as an effective way of animating the fragrance line.



Beauty fans have much praise for the latest **beauty pop-up initiatives**, which are focusing more on interactivity and experiences—especially Instagrammable ones—than on selling products.

Cannabis as an ingredient in beauty products is said to be trending strongly and is set to continue to do so over the next year. However, cannabis has also been described as a tricky ingredient to market and there is some skepticism among commentators that brands are jumping on a bandwagon by using the ingredient.

The views expressed in this section are those of bloggers and do not represent the opinions of BW Confidential

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Coty senior vice-president Travel Retail Philippe Margueritte

Fragrance forward

Coty senior vice-president Travel Retail Philippe Margueritte tells *BW Confidential* how he sees the evolution of the fragrance category in travel retail and what the channel needs to focus on to boost conversion

How is your travel-retail business performing to date?

Globally we are concluding the third year in a row with market share gains and are reaching a market share that is close to 21%. This is an exceptionally good achievement given that we had to consolidate two different businesses [following the acquisition of P&G Beauty brands in October 2016].

Gucci has been a big driver. The brand is seeing very significant growth in fashion and we have been benefiting from that and have been successful in building the launch of Bloom, which is ranking number-five in the market, and even better in Asia. Tiffany & Co has also been a big driver, as this is the gifting brand *par excellence*. Its sales have been above expectations, which is helping us drive share growth.



Most of travel-retail's growth is coming from Asia. As mainly a fragrance player, how can you tap into this?

What is significant this year is that fragrance has been growing in all regions—in Asia, Europe and the Americas, which is something we have not seen for two years. The category is seeing growth of above 5%. In Asia, what is important is the data on the penetration of the fragrance category. In three years, fragrance penetration has tripled in Asia—it was below 5% and now it is above 11%. This is about Chinese people using fragrances for themselves, rather than gifting, which was the main part of the business. Gifting is still relevant, but there is a new generation of consumers in China that is starting to use fragrance for themselves and this represents a huge growth potential. We are working a lot on educating consumers about the fragrance gesture, and travel retail has a big role to play, as when you travel you are open to new things.

The fragrance category in travel retail continues to lose share to skincare and make-up. How do you see this evolving?

This is a trend that started almost 10 years ago. The future of this will all depend on the Chinese. If the fragrance gesture is adopted by the Chinese, I think fragrance can take back its position of the number-one category in P&C. It is true that fragrance lost market share—fragrance was 60% and it is now 40%—but it is still close to skincare. There is huge potential if the Chinese adopt fragrance. I think in the next years we will see a sort of balance between the three categories—we could have a good surprise in fragrance.

Do you see the fragrance assortment in travel retail changing, with more high-end brands while mainstream lines lose out?

High-end fragrance represents a significant number today and has been the driving force of the category for several years. Part of it is linked to the consumer's desire to have personalized fragrance. Increasingly, we have products that answer these needs. ■■■

“ In Asia what is important is the data on the penetration of the fragrance category. In three years, fragrance penetration has tripled in Asia—it was below 5% and now it is above 11%

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Coty senior vice-president Travel Retail Philippe Margueritte

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■■■ For example, with Burberry Bespoke, the consumer can choose the fragrance concentration (3%, 10% or up to 30%) and engrave their name on the bottle, which makes it unique. We are working on projects like that for other brands.

How can the travel-retail channel keep its attractiveness in the light of increased competition from online sales?

First of all we do not oppose digital with travel retail—we can build on what is happening in digital. What is true is that travel retail needs to be more active in having a digital proposition and we are working a lot on that. I am sure that digital is and will become an even more important way of capturing the consumer's interest in travel retail. Some operators are now efficient with click & collect, which is a way to anticipate sales and something that we were not able to do before. Digital is an opportunity and we need to have more synergies between the retailers and ourselves. Coty's digital business in travel retail more than doubled last year.

Data is key for better digital operations between retailers and brands. Are operators now more willing to share data with you?

This is a key issue for our industry. We are focusing a lot on trying to break the traditional barriers we had for sharing data. Data sharing is the basis for the growth of the business, and will help bring in synergies between brands, retailers and airports. Mentalities [on this issue] are evolving progressively. Travel retail was a small market 15 years ago, but the channel is now a big part of the market, especially in the luxury business. We cannot continue to drive this business without data on sales evolution. We need data to make comparisons with competitors or other operators or airports to see what the opportunities are and what is missing.

Traffic continues to rise, but studies indicate that spend per passenger is in decline. How can you counter this?

We need to be careful with that type of data. With the expansion of travelers, more families are traveling compared with more business people 20 years ago, which could reflect negatively on spend per passenger, so we need to be cautious with that. I am not sure that this is the key element. For me, what is worrying is the conversion rate and the fact that so many people are passing through an airport and not buying at all. This is where we need to focus our efforts. Today, the conversion rate is less than 15%—both brands and retailers cannot have such full company structures for just 15% of passengers. How we convert more passengers into buyers in the shop is the real battle rather than passenger average spending. We are working a lot on that, with in-store digitalization and using digital to enable travelers to discover something at the airport that they may not have been aware of. The second point is the work that we are doing on Beauty Advisors (BAs), which includes our training program and giving them new tools. BAs are a key force—when we have BAs, they drive sales by more than 43% compared to when we don't have them. It is a joint effort; it is not only down to the brand, but also up to the retailers to bring more support to help the passengers find a new product in the store. ■

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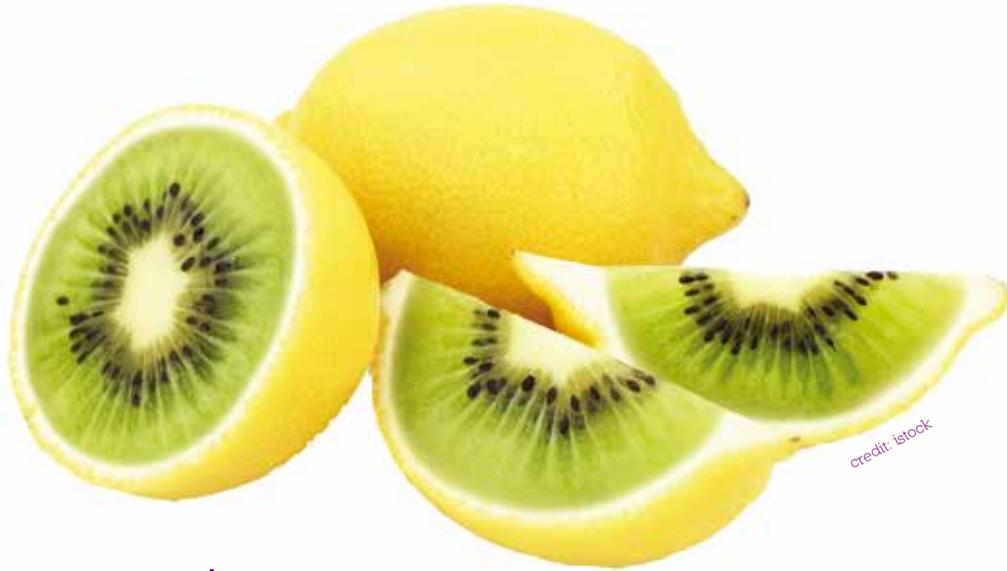
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Coty senior vice-president Travel Retail Philippe Margueritte



▲ Tiffany & Co and Gucci Bloom have been key drivers for Coty in travel retail



Scaling personalization

Breaking new ground

An analysis of how beauty brands can take personalized products to a mass audience

Personalization is a hot topic. There has been a surge in personalization tools and services like Sephora's Color IQ matching tool, Lancôme's Le Teint Particulier customized foundation and ModiFace's augmented reality technology, while the emergence of digital-native brands claiming to offer customization has been hard to miss.

For Henri Foucaud, co-founder of HapticMedia, the 3D imaging company behind Guerlain's Rouge G lipstick customization tool, brands that do not offer personalization will be left behind. Janet Milner-Walker, beauty director of London-based beauty brand consultancy Bespoke Advantage agrees, saying that personalization will become the norm, especially as technologies like Artificial Intelligence advance.

Mastering a mass scale

However, the difficulty has been delivering personalization on a mass scale. It may be relatively simple to personalize a product by allowing consumers to mix and match packs and pre-made formulas, or pick their bottle design and engrave their name, but delivering a skincare formula tailored to individual needs and being able to do so broadly is a lot more difficult. Businesses that rely on high volume and large-scale personalization require significant investments, experts point out. "Any issue of mass customization involves getting supply chain and logistics down perfectly. I do not see individual brands each making the infrastructure-type of investments that are required for broad-scale mass customization," says Ash Huzenlaub, ceo and co-founder of fragrance brand Commodity, which temporarily introduced fragrance mix bars in Sephora in 2015.

Mass beauty brands like Cosnova's Essence brand, which last year launched the pop-up Maker Shop, can attest to the challenges of scaling personalization concepts. "For the Essence Maker Shop, we focused not on mass ■■■

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A bespoke approach to developing beauty products doesn't necessarily provide a brand with economies of scale at the moment, and in some cases can be a very costly option

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Bespoke Advantage beauty director Janet Milner-Walker

Scaling personalization

■■■ personalization or customization, but on co-creation. Co-creation is not easily scalable, and mass customization or personalization have many facets and graduations," says Cosnova Think Tank innovation & trends manager, and Essence Maker Shop project leader Leonie Schüssler. "Our biggest challenge, especially for us as an entry-price brand, is to be able to personalize products according to the demand and special needs of consumers and produce one product at the same cost as mass production. The second challenge is the production and supply chain."

Milner-Walker adds: "A bespoke approach to developing beauty products doesn't necessarily provide a brand with economies of scale at the moment, and in some cases can be a very costly option. But as science and technology advance, mass personalization could become more accessible and acceptable."

Tech for tailored products

However, for Omar Fogliadini, chief innovation officer of Suisse Life Science, a company that uses data to deliver personalized health and well-being programs, there are no issues in terms of scaling up. "We have a completely digital backbone so we work on made-to-order approaches and completely just-in-time production," says Fogliadini. "The main challenge is distribution and market understanding." He adds, however, that while demand for personalized products is growing, it is still limited to select markets primarily in urban hubs and mainly in the premium segment.

HapticMedia's Foucaud also challenges the idea that scaling personalization is an obstacle and says that it is already happening on an industrial level. "It is entirely possible to integrate personalization in the process. Today the tools exist; the question is to imagine how to [clearly] communicate the value of personalization to the consumer. This is done via digital and there is no reason why this won't rapidly develop."

Indeed, the problem lies in how to create a seamless connected experience from factory to the final user. "It needs a perfectly fluid interface and to be perfectly translatable for production. All the tools are there, they simply need to be put in place," says Foucaud.

Huzenlaub also sees opportunities for mass-scale personalization to develop. "There are co-packing plants where end-to-end robots fill haircare and hotel amenities at a rate of 200,000 units per hour. I think plants like that will evolve their systems to offer custom co-packing on a mass scale to brands in the future," says Huzenlaub. "The lessons learned from the supply chain and logistics technologies of Amazon will ultimately bridge the divide in the logistical hurdles a brand faces for 'mass' customization. We are seeing examples of this with a few brands that are offering fully customized haircare formulations. This trend will continue as logistics technologies improve."

Indeed, in a world where industry trends and consumer expectations are increasingly influenced by tech giants like Amazon, the keys to doing better and more broad-based personalization may well lie beyond the beauty industry. ■■■

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HapticMedia co-founder
Henri Foucaud

Scaling personalization

■■■ In focus: Brands & personalization



Shiseido takes a personal approach

Shiseido has been in the news for its efforts to ramp up personalization. This year the group unveiled Optune, a digital skincare system that uses skin measurement data, environmental factors and algorithms to offer personalized skincare solutions in real time. Launched this spring in Japan, the goal is to expand to a full-scale introduction, says the company. Prior to this, Shiseido acquired MatchCo, a digital tool designed to provide consumers with individually customized foundation at scale. The tool has been integrated into the bareMinerals brand, and the idea is to roll it out to other brands. The acquisition of AI-based color simulation technology company Giaran is also planned to be leveraged across Shiseido's brands, with the goal of expanding the company's personalization capabilities.



Cosnova's insights on involving consumers

Cosnova's mass market cosmetics brand essence Maker Shop pop-up concept confirms the company's ambitions in personalization. The store was based on product co-creation, where consumers could create their own lipgloss by personalizing the shade, finish, fragrance or packaging. "We opened our production process and let [consumers] become a part of it, to create their products just as they wanted. This was a new way to empower our target group. We made our consumers the heart of our story. This was a rule-breaking offer," says Cosnova Think Tank innovation & trends manager and Essence Maker Shop project leader Leonie Schüssler. The pop-up follows a string of efforts in the area, which have included a customizable make-up palette and obtaining exclusive rights to the La Nail Revolution nail polish machine, which reproduces a nail polish shade that matches a color scanned from an item of clothing or accessory.



Curology counts on customized skincare

Challenging the 'one-size-fits-all' approach, online brand Curology aims to make customized skincare accessible to all. Curology describes itself as a teledermatology brand which uses an online questionnaire with photo and a diagnosis from an in-house dermatologist to create personalized formulas. The idea is to make effective, personalized skincare based on prescription ingredients accessible to all. According to Curology ceo Dr David Lortscher, there's no such thing as a one-size-fits-all skincare solution and demand for customized skincare is growing daily. Lortscher says that the brand's total membership has tripled in the last 12 months.

He describes scalability as crucial, and says that the proliferation of apps that encourage product trial will help drive personalized skincare. "The skincare and beauty industry seems to be embracing technology that will revolutionize the way we approach skincare to achieve sustainable economies of scale," he says. ■



Experience this

Winky Lux's immersive experience pop-ups focus on shareable décor designed to spark its millennial customers' imagination

US-based cosmetics brand Winky Lux is taking on the experiential retail trend with an immersive pop-up series called The Winky Lux Experience.

The pop-ups aim to inspire social sharing, with different-themed and elaborately decorated rooms that are inspired by Winky Lux products. Each pop-up has a retail area where customers can test and purchase products before entering the different experience rooms. To go beyond the retail area, customers need to reserve their tickets through the brand's website and pay a \$10 fee that can be used towards in-store make-up purchases on the day of the ticketed visit. "We kept thinking, 'What if the Museum of Ice Cream, our Clubhouse and Sephora had a baby?'" Winky Lux co-founder Natalie Mackey said about the concept.

The brand's first pop-up launched in New York City in August, followed by another in Atlanta in September. A third opened on October 18 in Chicago, and a fourth is set to open in Washington DC on November 15. The pop-ups stay open for around six months.

The latest store in Chicago covers 4,000ft² (372m²) and includes nine 'transportive rooms' decorated in different themes to evoke the brand's key products and where visitors are encouraged to take and share selfies. Rooms include a Disco Infinity karaoke room, inspired by the Winky Lux Disco Gloss lipgloss; an Alice in Wonderland-styled flower garden; a room with a large flower wall, a nod to the brand's best-selling Flower Balm lip balm; a watermelon-themed room that pays homage to the Watermelon Jelly Balm lip balm; a Hydration Room, designed for relaxation and inspired by the brand's first skincare product, the Dream Gelee moisturizing face gel; and a Matcha Zen Garden intended to reflect the brand's Matcha Balm lip balm.

Winky Lux launched in 2015 and positions itself as affordable luxury make-up for millennials. Its collection includes lipsticks, lip glosses, eye palettes, complexion powders, eyebrow pencils and pH-reactive lip balms. ■

The Winky Lux Experience

- **Location:** The Shops at North Bridge, 520 North Michigan Avenue, Chicago
- **Opened:** October 2018
- **Size:** 4,000ft² (372m²)
- **Special features:** Alice in Wonderland-styled floral garden; Disco Infinity karaoke room; Matcha Zen Garden; Hydration Room for relaxation

Store visit



▲ The watermelon-themed room (left) is a nod to the Winky Lux Watermelon Jelly Balm lip balm. Customers are invited to take to the dancefloor in the Disco Infinity karaoke room (right)



▲ The room inspired by the Flower Balm lip balm has a large flower wall (left). The experience also features a Matcha Zen Garden (right)

