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CONFIDENTIAL

The leading media on the international beauty industry

The

Beauty

Party

SPECIAL EDITION 2026

The Beauty Party

Bringing the beauty industry together

Executives from the international beauty industry came together at *BW Confidential's* The Beauty Party on September 29 at the Majestic Hotel in Cannes. The annual event has become an important occasion to bring together the global beauty community—brands, retailers, distributors and fragrance players—during the week of the TFWA World Exhibition & Conference.

The event also recognized retail excellence with *BW Confidential's* Beauty Retailer of the Year Award. The award was presented to travel retailer Gebr. Heinemann, which has put a strong focus on creating curated assortments, interesting and original store concepts and new ways of engaging travelers at the point of sale.

During her opening address at The Beauty Party, *BW Confidential* Editor in Chief Oonagh Phillips, underlined how *BW Confidential* continues to prioritize in-depth analysis of key issues in the international beauty industry, especially in light of recent shifts in the market. "The industry is changing a lot, with the growth of online platforms, the emergence of new brands and the impact of AI. What is important for us is to go beyond just the headlines and explore what all these changes mean for brands, retailers and consumers. And to do this we have real journalists on the ground having real conversations with top leaders and experts."

Phillips added that this is an area that *BW Confidential* plans to reinforce with the launch of some important new projects, to be unveiled next year, aimed at bringing together the beauty community around the discussion of important issues.

A big thank you to our readers and partners for your support for *BW Confidential*, your contributions, ideas and for helping us continue to do our job. A special thanks also to the TFWA for putting on such a good show and for their support of the trade press.

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The BW Confidential Award

B*W Confidential* presented the Beauty Retailer of the Year Award to Gebr. Heinemann at The Beauty Party. *BW Confidential's* Beauty Retailer of the Year Award recognizes retail excellence, with a particular focus on innovation and customer understanding. Gebr. Heinemann was selected for the award by *BW Confidential's* editorial staff and with input from key industry executives.

Gebr. Heinemann has put a strong focus on creating curated assortments, which means fewer mid-tier brands, more clarity, and stronger anchors of luxury, niche, travel-retail exclusives and accessible formats.

In beauty—a key category for the company, accounting for 41% of turnover—niche fragrances have become a strategic pillar and an important way of attracting younger consumers, while reinforcing Heinemann's premium positioning.

The company has expanded its dedicated niche fragrance concepts and also come up with innovative approaches to selling this category, such as the Olfactive Table, which showcases fragrances by olfactive families and helps travelers discover perfumes that reflect their tastes.

This summer, the travel retailer also inked a deal to bring trend-setting Australian beauty retailer MECCA to the duty-free channel at Sydney Airport—a move that brings a roster of new services and brands to Heinemann's beauty line-up.

Another key reason for selecting Gebr. Heinemann was the importance the company places on cultivating strong partnerships with suppliers and its openness to new models. The company's recent financials show its strategy is working, with turnover increasing 10% last year to €4.7bn. "Gebr. Heinemann was chosen for this award for its long-term approach, its bold approach to the beauty category and for its vision of 'turning travel time into valuable time'" commented *BW Confidential* Editor in Chief Oonagh Phillips.

Inken Callsen, Chief Commercial Officer at Gebr. Heinemann, took to the stage at to accept the award. Callsen asked Britta Hoffmann, Global Commercial Director Beauty, to join her on stage and they both provided interesting insight into how they see beauty retailing evolving. "It's about people, product and placement," said Callsen. "For people, we have to start with the customer and what he or she wants and how they are changing. Then, there is people as in the suppliers and the teams in our offices around the world—people make the difference. But nothing works well without products. This is challenging because there are so many attractive products. And while we would like to put all of them in front give them a lot of space, it is not possible.

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Let's continue to inspire, because getting this award is fantastic and it only gives us motivation to keep on growing and to look even better next year

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Gebr. Heinemann Chief Commercial Officer Inken Callsen

So you have to give the right placement to the right product, which is the big challenge today. We have to select and take out some products, as well give space for the new kids on the block and contribute to the big brands that are well established in travel retail with us. So people, product and placement is something we believe makes the difference."

Hoffmann drew attention to the impact of AI on beauty retailing. "One of the biggest shifts influencing beauty and beauty retail is AI. The biggest change with AI is how consumers discover and shop products, and at Heinemann one of the answers to that is creating the right digital environment. The most important thing is understanding what consumers want, working with the data, and then being able to give personal product recommendations. Also, a big change is that the consumer's journey today is becoming far less linear. So for us, as a key beauty retailer, we have to make sure that we are part of their journey, and part of the digital journey." She added: "Finally, one of the most important things is that customers expect much more than a product; they expect an experience. [...] It is very important to use AI to make the customer experience more experimental and more personal, but we also can never forget personal interaction."

Callsen concluded: "We have to work on a shared plan and how we can create a better experience for the customer. So let's continue to inspire, because getting this award is fantastic and it only gives us motivation to keep on growing and to look even better next year."



Gebr. Heinemann: Gonn Weide, Jeanne Scholz, Britta Hoffmann, Inken Callsen, Philippa Schlenkhoff, Katja Diehr & Jeanette Sigari



Gebr. Heinemann's Inken Callsen & Britta Hoffmann with BW Confidential's Oonagh Phillips



Gebr. Heinemann's Britta Hoffmann





Gebr. Heinemann's Inken Callsen & Britta Hoffmann discuss retail on stage with BW Confidential Editor in Chief Oonagh Phillips



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BW Confidential: Nicolas Grob - Former Parfums Christian Dior Perfumer: François Demachy - SFA NEROLI: Alexandrine Demachy - BW Confidential: Oonagh Phillips



Qatar Duty Free team with Ewan Lawson, Zeina Ghannam & Abdulaziz Fakhroo

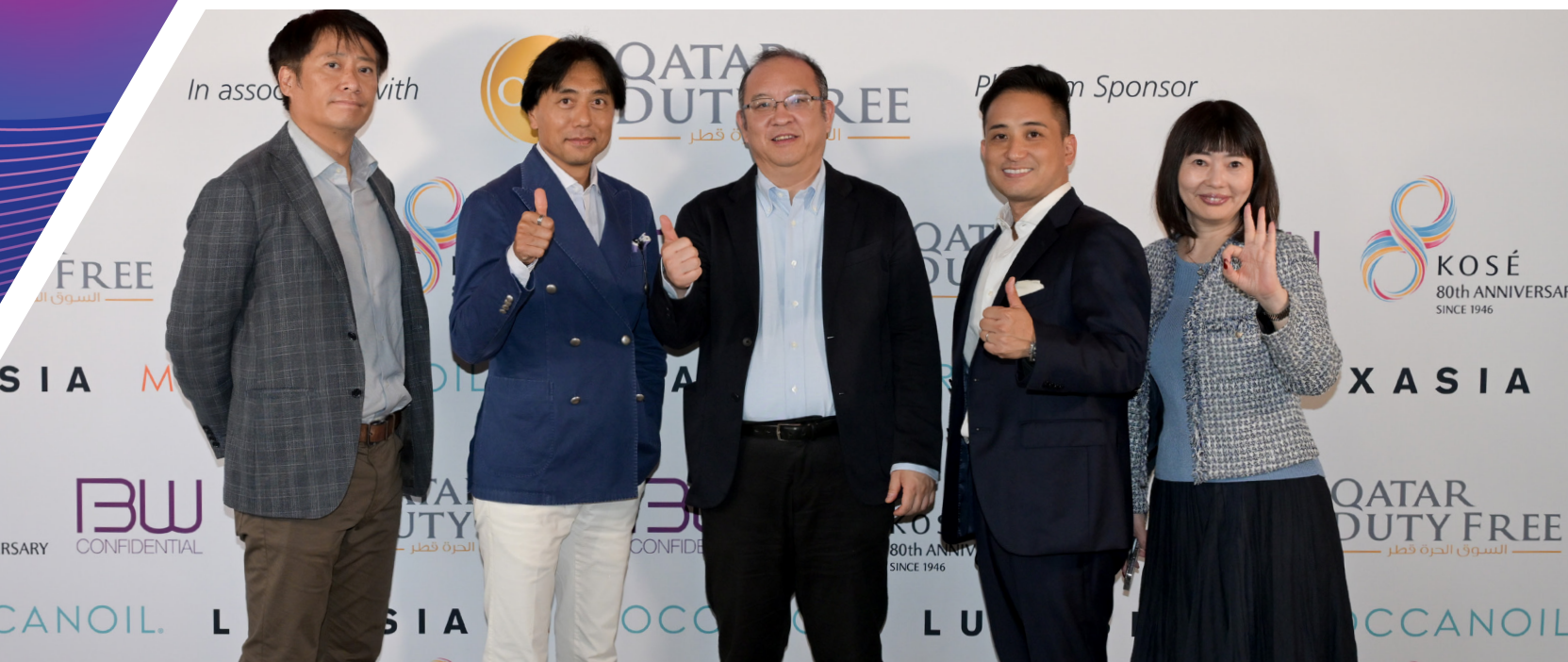
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