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Holt Renfrew inspires beauty artistry with spring magalog

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Holt Renfrew spring beauty magazine

By SARAH JONES

Canadian department store chain Holt Renfrew is providing creative inspiration for consumers to expand their makeup repertoire through its spring beauty magazine.

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Luxury Daily

To show off the season's "freshest trends," Holt Renfrew enlisted Paper Fashion blogger Katie Rodgers, who illustrated the cosmetics featured throughout with her own personal style. Bringing in an outside influencer can help give consumers a new perspective, and may help give them confidence to try new products.

"Customers buy what you represent, not what you sell," said Chris Ramey, president of [Affluent Insights](#), Miami, FL. "'Shared values' is powerful when recommending anything to buy."

Mr. Ramey is not affiliated with Holt Renfrew, but agreed to comment as an industry expert.

Holt Renfrew was unable to comment directly before press deadline.

Creative cosmetics

Consumers can read Holt Renfrew's magazine online or in print. The spring beauty

magazine cover features one of Ms. Rodgers' illustration of a sequined handbag holding lipstick and lip liner.



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Following an advertisement for Dior's upcoming tie-dye collection for summer, an editor's letter tells consumers about the new season trends, accompanied by a paint palette. Copy tells consumers, "Just like you, we're ready to bid our heavy, wintry skin adieu and usher in some brighter, lighter options."



Spring is in full swing and there's lots to explore
in the world of beauty. Just like you, we're ready to bid our heavy, wintry skin
adieu and usher in some lighter, brighter options. So we've rounded up the
freshest trends from the runways and found the dreamiest new formulas
for skincare and fragrance to play with.

Luckily, this season it's about both gorgeous, glowing complexions and
expressive, bright makeup looks. From suggestively made skin to the
smouldering smudgy eye, look no further than this beauty guide for
all your springtime inspiration.

We've also teamed up with international illustrator Katie Rodgers
of Paper Fashion for even more beauty ingenuity. See how she brings
spring's artful trends to life on the pages of our magazine. This season,
discover the very best products and tools, tips and tricks, exclusive
brands and complimentary beauty services in all our Holt Renfrew
stores across the country.

It's time to get creative!

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Over the next few pages, products including a Cle de Peau brightening serum and La Mer skin tints are shown artistically. For instance, the different shades of La Mer's tints are shown poured into a divided tray with a paintbrush propped against it.

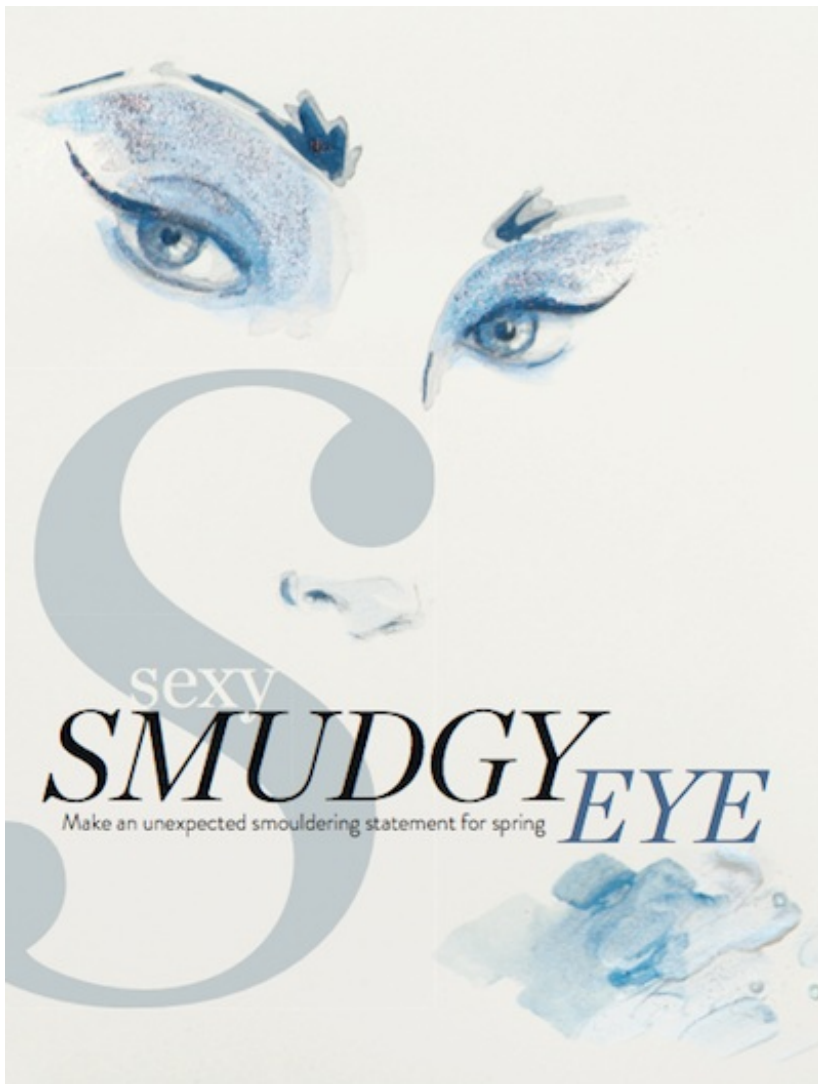


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Next, consumers are educated about “no-makeup makeup,” which uses naturally colored products to let features come through.

Each product page and splash page are decorated by Ms. Rodgers’ artwork of glitter lipsticks or women’s faces.

Other trends covered are an updated red lip, glowing complexion and a smudgy eye.



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Throughout, the magazine points consumers to Holt Renfrew's digital channels, having them look at an exclusive interview with French makeup artist and owner of her namesake brand Laura Mercier about complexion or pointing them toward a trend report.

The magazine also shows off the exclusive makeup bag created with Ms. Rodgers. The zipper pouch, which is decorated with an illustration of lipstick tubes, contains nine deluxe samples of products.



Holt Renfrew Paper Fashion bag

Ads within the well include Chantecaille and Chanel's Rouge Coco.

Holt Renfrew took consumers behind-the-scenes with an online feature, which includes quotes from Ms. Rodgers about her passion for art that helped turn it from a hobby into a career.

Here, consumers can watch a video of the illustrator at work on the magazine, as she lays glitter on pages, sketches outlines, paints and places sequins. Her snapshots of the artwork became the backdrop for the magazine pages.

Embedded Video: <https://www.youtube.com/embed/Oh4ILoEU6fE>

The Art of Beauty

Ms. Rodgers also shared some pages and the video to her own blog, potentially getting her followers to check out the publication.

Holt Renfrew is hosting an in-store event Saturday, April 18 at its Bloor Street location in Toronto, where consumers can meet the artist and customize a beauty bag.

New season

Holt Renfrew is also inspiring new season wardrobe updates in its spring magalog set in Miami.

Available in both print and online, the magazine features trend reports, style guides,

editorial imagery and feature stories to get consumers excited about shopping for their warm weather attire. The magazine was released as consumers were still in the throes of winter, when many were probably open to thinking of the upcoming weather and attire change ([see story](#)).

Beauty magalogs can help consumers discover their signature look.

Department store chain Saks Fifth Avenue is celebrating the start of fall with four distinct looks and Beauty Week festivities to engage consumers.

The four models who are embodying the looks will be featured in the Fall Beauty magalog on Saks Fifth Avenue's Web site and through a Pinterest contest. The "Four Faces of Fall" looks may inspire consumers to think about their own personal style and, with the Beauty Week offers, interaction with Saks Fifth Avenue will likely extend to ecommerce pages ([see story](#)).

"Customers desire a sense of trust and belonging," Mr. Ramey said. "The importance of helping customers feel they're part of a brand can not be underestimated."

Final Take

Sarah Jones, staff reporter on Luxury Daily, New York

Embedded Video: <https://www.youtube.com/embed/cW6DDYWn4fc>

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