

MEDIA/PUBLISHING

## Marie Claire UK connects editorial with ecommerce in beauty store

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By STAFF REPORTS

Time Inc.'s Marie Claire UK is teaming with online retailer Ocado Group to launch a premium beauty platform.

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Fabled by Marie Claire will market products from the likes of Estée Lauder and Bobbi Brown alongside content developed by a dedicated editorial team. More publishers are getting into the commerce game as a way to increase profitability and shorten the path from inspiration to purchase.

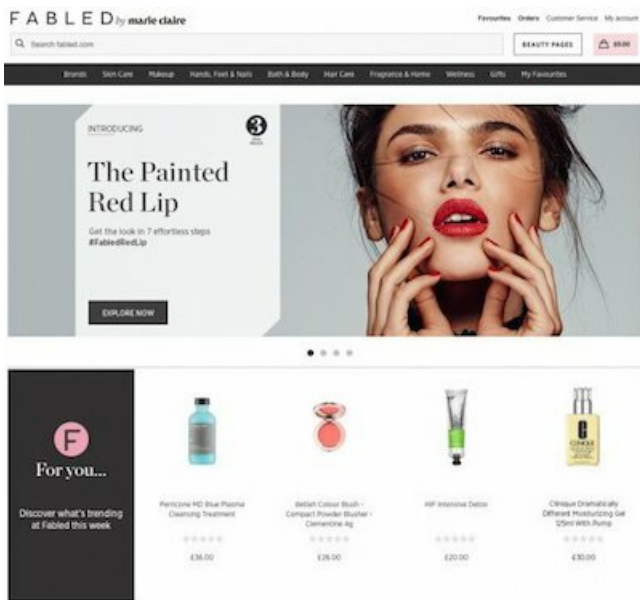
### Beauty business

Fabled will launch in August with an online store and a bricks-and-mortar location in the West End of London. At the boutique on Tottenham Court Road, consumers will be able to shop Chanel, Lancôme, YSL Beauty, Clinique and more in a space designed by GP Studio.

Drawing off Ocado's ecommerce capabilities, those who shop Fabled will be able to select a one-hour window for delivery any day of the week.

"Ownership of an amazing brand such as Marie Claire brings tremendous opportunity beyond the pages of our magazine; our influence in the beauty sector is unparalleled," said Justine Southall, Marie Claire's managing director, fashion & beauty, Time Inc. UK. "We speak to thousands of women every day, so we are uniquely placed to understand and anticipate their changing needs.

"Fabled provides women with an exceptional online beauty destination they know they can trust and we will truly bring together content, commerce and community," she said. "We couldn't be happier with the partnership we have created with Ocado, and the team that has been assembled to run the business is quite simply unrivaled in the sector."



## *Fabled*

The Web site will feature custom content covering everything from beauty tips to makeup trends. This editorial team will be headed by managing director Amanda Scott, with beauty editor Sam Dean also lending his expertise.

"We are hugely excited by the launch of Fabled and our ambition is to inspire consumers with this fresh and unique approach to the beauty retail marketplace," said Ms. Scott in a statement.

"An increasingly confident generation of women are looking for new ways to explore and express themselves through beauty," she said. "Our new venture perfectly combines the unparalleled brand authority and influence of Marie Claire with the ecommerce expertise of Ocado."

Media brands, including Time Inc., are expanding into ecommerce to translate their editorial voice directly to sales.

Time recently invested in peer-to-peer ecommerce network Keaton Row to further increase the transactional nature of its publication, InStyle.

Time Inc. will take a seat on Keaton Row's board as the lead investor following a Series A funding round along with investors Menlo Ventures, Rho Capital and Grape Arbor Venture. In addition to visibility on Keaton Row, the investment into the retailer will likely benefit existing advertisers in both fashion titles, while also increasing attractability among high-end brands looking to partner in Time Inc. publications ([see story](#)).