

FRAGRANCE AND PERSONAL CARE

## L'Oreal Luxe sees double-digit growth in Q3

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*Lancme is one of the brands driving L'Oreal's growth. Image credit: Lancme*

By STAFF REPORTS

Beauty group L'Oreal's sales have grown 2.4 percent in the first nine months of the year, driven partly by strong performance in its luxury division.

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L'Oreal Luxe brands Lancme, Yves Saint Laurent, Giorgio Armani and Kiehl's were particularly healthy, driving like-for-like growth in the division to 11.2 percent in the quarter ended Sept. 30. Despite slowed growth in the consumer products division in the U.S. and France, the group still posted a 5.8 percent third quarter sales growth.

### Luxe lift

L'Oreal Luxe has seen its sales grow 13.2 percent throughout the first nine months of 2017. By Sept. 30, the division's sales were about 6 billion euros, or about \$7 billion.

The group's luxury brands have seen particular success in Asia, with double-digit growth. China and Hong Kong are particularly strong markets.

While growth company-wide is escalating faster in emerging markets such as Africa, the Middle East, Asia, Eastern Europe and Latin America, the U.S. and Western Europe also reported growth.



*Tatouage Couture is the brand's new lip stain product. Image credit: YSL Beauty*

"As announced, there was an acceleration in the third quarter with growth at 5.1 percent like-for-like," said Jean-Paul Agon, chairman and CEO of L'Oral. "Overall, the group outperformed the market and strengthened its position.

"These good performances strengthen our confidence in our ability to once again outperform the cosmetics market in 2017, and to achieve growth in both our sales and profits," he said.

L'Oreal's Luxe brands are testing out new retail formats, opening temporary storefronts.

For instance, Giorgio Armani Beauty is bringing its pop-up Armani Box concept to the United States for the first time.

The traveling experience immerses visitors in the Armani Beauty universe, giving them the opportunity to have their makeup done by a brand representative or snap a picture in a photo booth. Beauty brands are increasingly striking out into their own bricks-and-mortar locations, taking the in-store experience beyond the department store counter ([see story](#)).

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