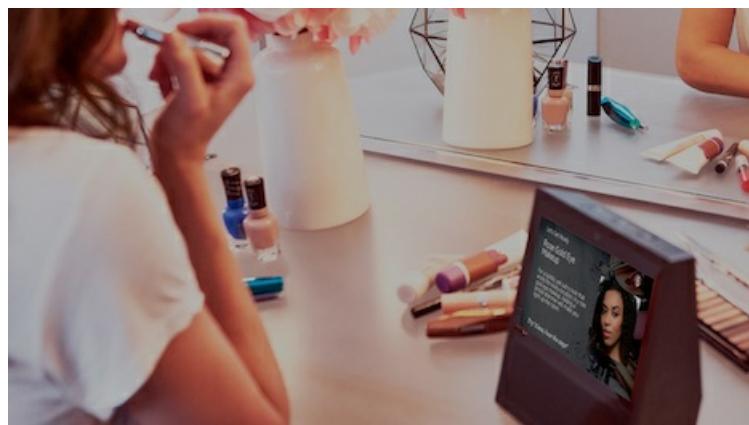


FRAGRANCE AND PERSONAL CARE

Coty exhibits how luxury can leverage Alexa's future takeover

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Coty Inc. looks to the future with Amazon. Image credit: Coty Inc.

By BRIELLE JAEKEL

Personal care group Coty Inc. is predicting a shift in the luxury market and opening a door for beauty brands to enter the untapped potential of artificial intelligence and voice control.

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Coty has undergone an about face with Amazon, embracing a partnership with the recent foe in hopes to bring beauty tutorials into the future. Many experts believe that AI assistants such as Amazon's Alexa will be vital going forward, which Coty is anticipating with its new skill.

"Our Consumer Beauty brands, Clairol, Rimmel, Max Factor, Bourjois and Sally Hansen, are all about helping consumers express your beauty, your way," said Nick Sedgwick, general manager of Coty Consumer Beauty, GM, UK & Ireland. "Collaborating with Amazon for the Let's Get Ready skill is a perfect way to enable self-expression tailored for each individual with an emphasis on physical characteristics, personal style, trend preferences and specific events."

Future of beauty

The "Let's Get Ready" skill is available on Amazon Echo Shows in the United Kingdom. Through the Alexa skill Coty will provide beauty tutorials and services.

The experience will be extremely personalized, taking into account individual users' hair, eye and skin color for event-based look planning. The skill will focus on convenience, as beauty fans will be able to use voice control to plan their looks, as is with all Alexa skills.

Coming out this month, Coty's new skill will be the first leg in its strategy to innovate with voice control and anticipate where the market is going.

The news comes at a time where marketers are starting to realize the potential of voice-enabled digital assistants and the likely boom that will take place in the near future.



Amazon Echo Show brings its Alexa voice assistant to a screen. Image credit: Amazon.

Coty's Let's Get Ready will even integrate with users' Facebook accounts to be able to anticipate an upcoming event and automatically provide beauty assistance.

While luxury brands for the most part have been absent from the Amazon Echo craze, there is potential to really connect with consumers here. Consumers are buying today based on their emotions, and Amazon's Alexa builds an emotional connection to users.

In the future, it could be likely that most of consumers' lives are integrated with voice assistants like Alexa and Google Home. It is important for luxury brands like Coty to get ahead of this.

Coty strategy

Coty's new skill announcement comes shortly after the beauty group butted heads with Amazon in a legal battle in the European Union courts.

Many in the luxury business cheered after the recent ruling by Europe's top court that Coty and other luxury brands could prohibit retailers and distributors from selling products on a third-party Internet platform such as Amazon and eBay.

The European Court of Justice ruling came as a result of a case referred by a German court where Coty sought to restrict one of its retailers, Parfumerie Akzente, from selling its premier brands through Amazon. Unable to reach a judgment in the regional court as to whether it breached European Union competition laws, the case was moved up the food chain ([see more](#)).

Coty's new skill decision may possibly mean that it is now understanding the importance of Amazon's outlets, but is instead taking it into its own hands.

The beauty group is clearly looking to stronghold the beauty industry and become an innovator going forward and recently has worked to strengthen its marketplace ambition with the development of a new ecommerce-focused team.



Coty is set to take on Burberry's beauty division. Image credit: Coty Inc.

Coty appointed Sean Foster as its global senior vice president of ecommerce. Mr. Foster will oversee Coty's ecommerce strategy for its three divisions: Coty Consumer Beauty, Coty Professional Beauty and Coty Luxury, which includes fragrances by Marc Jacobs, Chlo and Gucci, to name a few ([see more](#)).

"Digital innovation with a focus on voice and virtual assistants is a key part of our digital strategy as we aim to bring consumers frictionless beauty experiences," said Jason Forbes, chief digital and media officer at Coty Inc., London. "We're thrilled to be leading the market with the introduction of a visual beauty skill in the U.K., inspiring consumers to both hear and see new beauty looks as well as step-by-step tutorials.

"Further, this skill allows us to deliver an authentic and personalized experience for beauty enthusiasts that happens near real-time, delivering customized looks in the context of a person's lifestyle and personal attributes," he said.

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