

FRAGRANCE AND PERSONAL CARE

Este Lauder unveils new retail concept as department store shopping transforms

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Debenhams new way of beauty retail. Image credit: Debenhams

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British department store Debenhams is joining the throng of retailers looking to reinvent the beauty shopping experience through a revolutionary concept in partnership with Este Lauder Companies that breaks down barriers between brands.

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#BeautyHub has been designated as beauty playground, where counters for specific cosmetic brands have been replaced with a cohesive, multi-brand experience. Located at Debenhams in Stevenage, England, the hub features a variety of experts and technology to help find beauty fans the best product of them, instead of steering them towards separate brands.

Revolutionizing beauty shopping

Debenhams launched its new beauty concept on May 25 with a special celebration with beauty ambassadors in attendance. Featuring free consultations, services, Prosecco and cupcakes, reflecting the new hub's goal of bringing customers joy.

#BeautyHub's first 100 customers received a goodie bag with more than 200 pounds, or \$264 at current exchange, featuring a variety of giveaway products.

A contest on social media also extended the goodie bag giveaway to a winner chosen from those who commented on Debenhams' contest post.

Esté Lauder brands will be exclusively featured in the new #BeautyHub, with brands such as Tom Ford and Bobbi Brown being offered in the highly interactive retail space.

The new concept does away with brand-specific counters and features all products together.

#BeautyHub is fitted with a series of testing stations and offers tutorial screens for consumers to learn more.

While the Stevenage store is the first to house #BeautyHub, it will not be the last. The concept will begin rolling out to many other Debenhams stores in the near future.

New beauty retail

The opening is one of many new interpretations of the department store beauty section, as retailers hope to adapt to change and embrace the new way consumers shop.

For instance, department store chain Saks Fifth Avenue's flagship is undergoing a major renovation to make way for more accessories on its ground floor, but its new execution of the beauty department could be indicative of an emerging trend.

Saks' uptown New York store has undergone significant refurbishment beyond a simple facade uplift, with a makeover in fundamental methods of business. The retailer's newly opened beauty department, named Beauty 2.0, has been moved to the second floor and offers a new strategy toward cosmetics buying to compete with retailers such as Sephora and Ulta ([see more](#)).

Beauty manufacturers are also some of the biggest innovators in marketing, but lately their use of technology has brought personalization tactics to a futuristic standpoint.

Augmented reality is rampant with beauty brands allowing users to try on products without having to be in store. While the experience still is not the same as trying on items in person, it still personalizes the experience exponentially and has paved the way for more sophisticated marketing tactics through technology ([see more](#)).

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