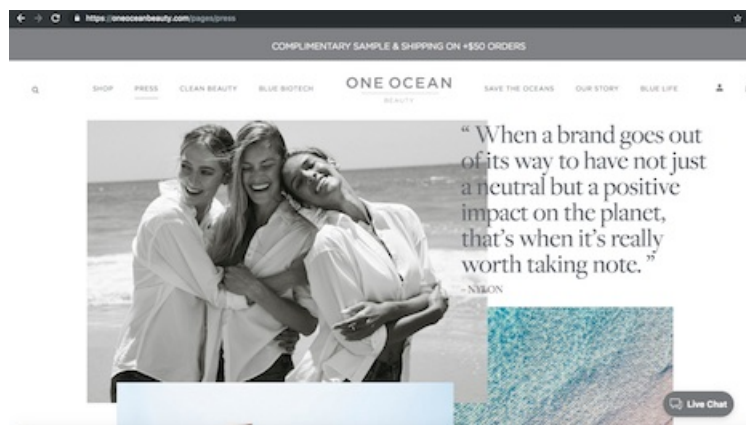


FRAGRANCE AND PERSONAL CARE

Q&A: Former Burberry Beauty president Marcella Cacci on her new clean skincare brand

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Web site of One Ocean Beauty, a new clean skincare line

By MICKEY ALAM KHAN

Marcella Cacci, former president of Burberry Beauty, saw a niche in the market and launched a new eco- and skin-friendly cosmetics brand called One Ocean Beauty that is ecommerce-driven.

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In this Q&A, Ms. Cacci explains the ethos behind **One Ocean Beauty**, how she and her team have melded sustainability with technology in their beauty care line, and how clean cosmetics is no fad but an enduring reality. The New York-based brand recently received Series A funding from Lubrizol, a Berkshire Hathaway company.

"We are positioning the brand as an entry point into the luxury skincare category," Ms. Cacci said.

Packaged with visuals of ocean surf and blond tops to glass bottles with white ingredients, the product line comprises Revitalizing Sea Serum, Purifying Ocean Mist Cleaner, Replenishing Deep Sea Moisturizer, Eye Revival Marine Cream, Marine Collagen Supplement and the Skin System. All products are available for purchase on oneoceanbeauty.com.

Here is the interview in its entirety:

What was the thinking behind One Ocean Beauty?

We developed One Ocean Beauty because we felt that there was white space in the market around clean brands that were also clinically proven, using high-performance trademarked active ingredients.

We also believed that beauty is not just about your appearance, but it goes much deeper, tapping onto mood, mental state and consumer behavior.

We wanted to develop a modern beauty company that would take into account all of these components, one that raises the bar through radical accountability, natural technology and corporate philanthropy.

We see a slew of eco-friendly cosmetics brands launching. Are they jumping on a bandwagon, or is it a trend

indicative of a larger market demand?

We absolutely see this as being indicative of a larger market demand and a shift in consumer behaviors.

Sustainability is no longer a choice, but it has become a necessity in our time.

The consumer is now much more informed and active in their choices and buying patterns.



One Ocean Beauty's cosmetics' line. Image credit: One Ocean Beauty

Tell us your story and how you got here

I have spent over 25 years, predominantly in the luxury fashion business, working for international and publicly traded companies, including Giorgio Armani, Etro and Burberry.

A pivotal point and my foray into beauty came when I was recruited by Rose Marie Bravo to move to London as part of the Burberry executive turnaround team.

We repositioned Burberry and ultimately took the company public. I then moved to Paris as global president to establish and develop Burberry Beauty.

We were fortunate to have some key successes, including the Brit franchise.

One of the pivotal reasons for the success was that we approached the business not from a traditional beauty standpoint, but from more of a fashion/luxury headset.

With One Ocean Beauty, we wanted to take a similar non-traditional approach to all aspects, developing a socially aware concept in tune with the current zeitgeist.

What kind of products have you developed at launch time?

We launched the collection with five multi-tasking products and a Skin System.

We decided to go against industry conventions by not only adding multiple actives into the formulas, but by using the full doses of the clinically tested active ingredients.

All of our products are developed through sustainable blue biotechnology and contain marine ingredients and peptide formulations.

Through these formulations we have created an extremely potent and age-defying collection.

Additionally, our packaging is 100 percent recyclable.

Who is your target market?

Initially, our target market was aimed at women 30-plus, but we have seen that the collection resonates with not only a younger customer, but also a male consumer.

How are you positioning the brand?

We are positioning the brand as an entry point into the luxury skincare category.

We feel that this is a more democratic and forward-looking approach.



Marcella Cacci is founder/CEO of One Ocean Beauty

What is the state of the beauty care market?

The beauty industry, as many industries today, is going through a major transformation.

Technology has changed our world by changing our behaviors.

Traditional business models are becoming less relevant and new disruptive business models are evolving, capturing customer interest and market share.

This has lowered the entry barrier into the market, creating a rise in the independents and an exciting and dynamic new environment.

Also, the shift in behavior has created compelling new movements including clean beauty, hybrid beauty and wellness and conscious consumerism.

What is your pricing strategy?

As we are primarily an ecommerce-driven business, we were able to offer a very high quality/cost ratio for our consumers.

We wanted the line to be high-end in its performance, but accessible in its pricing.

Our products range from \$38 for a cleanser to \$300 for the Skin System.

And your retail strategy is it more ecommerce-focused, or are you going to open doors in bricks and mortar via department stores or mono-brand boutiques?

We are fundamentally an ecommerce brand, but we feel it is important for credibility to open very selective high-end

distribution, both in the online and brick-and-mortar worlds.

We have recently signed an exclusive agreement for three global markets with one of the world's leading online luxury retailers.

The packaging seems quite unique. What was the reasoning behind it?

We took an approach more common in fashion/lifestyle when developing the branding aesthetic and imagery by creating a true 360-degree brand vision.

Designed by Fabien Baron, the ocean became our logo. We emphasized our ocean DNA through all branding components the name of the company, our ocean-covered outer packaging and driftwood-inspired inner packaging.

The color blue was also fundamental to the branding, not only for the obvious reason that it commonly ranks as a favorite color, but also because we believe that blue is becoming the next-generation symbol for sustainability. It has also always been a powerful symbol for wellbeing.

Sustainability and wellbeing are both integral to our message and mission. All our branding elements play a synergistic role and helping to communicating our core message.

What kind of marketing are you deploying to get the word out?

We will be using a combination of diverse marketing tactics, including a comprehensive digital strategy to drive traffic and conversion combined with traditional public relations, guerilla marketing techniques and strategic alliances.

What is your first year goal for One Ocean Beauty?

Industry sources estimate first-year revenue for One Ocean Beauty to be \$2 million.