

FRAGRANCE AND PERSONAL CARE

## Selfridges leans into authentic beauty moments for cosmetics connection

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*Selfridges Beauty Broadcast pushes in-store beauty experiences*

By BRIELLE JAEKEL

British department store chain Selfridges is highlighting individuals that make up its beauty business in a social media effort, as retailers continue to evolve their multichannel experiences and the need for authenticity grows.

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"Beauty Broadcast" is Selfridges' new content push online for its makeup and cosmetics division, which aims to drive in-store appointments with beauty experts. The series features a variety of beauty associates in Selfridges' stores that customers can book for various treatments.

"Every woman I know loves a good red carpet fashion show, but to have a dialogue with a few of the attendees up front discussing Selfridges and their fabulous products, while getting ready for the show, is a winning combination for the brand," said Marci Troutman, CEO of [SiteMinis](#). "Viewers will watch this not once but a few times and will be likely to look up the products to engage with the brand. Video interviews are an excellent way to fit into the very crowded Beauty space and Selfridges has done this campaign very well."

### Authentic beauty

As the beauty industry continues to expand with consumers looking for more products, experiences and inspiration, department stores are reestablishing their place within the sector.

With beauty retailers such as Sephora and Ulta growing their prowess in experiences, department store brands have had to rethink their approach to beauty.

As many stores reconfigure their beauty department layouts and cosmetic offerings, Selfridges is joining the reinvention with a push on in-store experiences and an online campaign.

[View this post on Instagram](#)

Meet our new Beauty Broadcasters from #SelfridgesLondon and stay tuned for their masterclasses, product reviews and thoughts from the frontlines of the beauty industry

A post shared by Selfridges (@theofficialselfridges) on Jun 9, 2019 at 11:45pm PDT

The beauty influencer business is also feverishly growing thanks to consumers' love for authenticity, inspiration and advice ([see story](#)). Selfridges' Beauty Broadcast supports these needs by showing real beauty experts that work in its stores sharing insights and advice for the modern age.

Selfridges presented its new campaign with an intro video, showing snippets of upcoming interviews with various beauty associates.

Each Beauty Broadcaster is featured in his or own interview video and can be personally booked for a variety of treatments at Selfridges stores.

Most recently, Selfridges Beauty Broadcast spotlighted Andreea, who works for Yves Saint Laurent in Selfridges' London flagship. The film, published on Instagram's long-form video platform IGTV, features an interview with the associate in which she explains that the beauty industry allows individuals to be whatever they want to be and express themselves.

In between the interview, the film shows Andreea putting on makeup. She also talks of meeting Cher at Selfridges and the new product line from YSL that is exclusive to Selfridges.

[View this post on Instagram](#)

Book your appointment @yslbeauty in #SelfridgesLondon with the link in bio. YSL Waterstain now available online

A post shared by Selfridges (@theofficialselfridges) on Jun 27, 2019 at 9:43am PDT

Another film features a woman named Dolli from Pat McGrath Labs in Selfridges' Oxford store. She talks about how proud she is to work for a black British makeup designer, her admiration for beauty trends and how makeup is art for her.

Dolli also showcases a few of her favorite products from Pat McGrath Labs.

Beauty brand Pat McGrath Labs recently set up its permanent presence at Selfridges following a successful pop-up shop takeover.

Pat McGrath Labs hosted a three-month takeover of Selfridges' Corner Shop concept beginning in April, which marked the first time that any store in Europe had carried the entire array of the brand's products. During the appearance, the label drove Selfridges' strongest day and week of sales in its beauty department ([see story](#)).

#### Beauty insight

Premium and luxury beauty brands are facing growing competition from mass players, since the messaging that resonates with consumers is more than skin deep.

A webinar hosted by Euromonitor on June 26 delved into the key forces driving the beauty business today, from wellness and body positivity to male makeup. While premium labels continue to outperform mass brands, today there is less separation between the two in the mind of the consumer as health becomes a greater concern than aesthetics ([see story](#)).

"Consumers are much more likely to browse and buy from a brand that has been authenticated for them," Ms. Troutman said. "Selfridges interviews with celebrities in a comfortable setting makes them feel a bit better about their choice, especially if it isn't commercialized and feels true."

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