

FRAGRANCE AND PERSONAL CARE

## Our beauty and fragrance webinar is tomorrow

July 9, 2019



*Seen in the latest episode of Chanel Beauty Talks: Lucia Pica, Chanel's global creative make-up and color designer, creates a fresh, natural look for actress Marine Vacth with the new Les Beiges water-fresh tint. Image credit: Chanel*

By STAFF REPORTS

Please [click here](#) to register for the free webinar on July 10 at noon ET to 1 p.m. (New York time) titled, "Fragrance and Beauty Care: Passing the Smell Test?"

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The beauty business comprising fragrances, skincare, haircare and personal care grooming products and services is beset with change from all directions.

Top among the disruptors are enterprising niche labels challenging the status quo, emerging business models for retail such as subscription boxes, direct-to-customer ecommerce and pop-up stores, collaborations with influencers, enhanced inclusivity measures and, perhaps most important, conscious consumerism.



*Este Lauder's myriad shades for all skintones. Image credit: Este Lauder*

Not surprisingly, established cosmetics marketers are fighting with everything they have got in their arsenal, including imitation. Their affluent consumer base demands a sustainable, ecofriendly approach to anything that touches their skin wellness is the name of the game.

In this [free hour-long webinar](#) hosted July 10 at noon ET (New York time) by *Luxury Daily*, panelists will discuss: What factors are motivating consumers in their purchases of beauty products?

What is the sine qua non for luxury beauty brands to succeed in today's market in product, service and marketing?

Business models that are emerging that challenge the status quo and their staying power

Fragrance, cosmetics and beauty brands that are getting it right

Best-practice tips for beauty brands to survive and thrive into the next decade

Panelists:

Dimitri Katsachnias, president/CEO, Air Paris

Moderator: Mickey Alam Khan, editor in chief, *Luxury Daily*

*Webinar attendees can request a copy of the presentation deck*

This Luxury Roundtable webinar is part of Luxury Daily's mission to inform, educate and inspire its valued subscribers. Thank you so much for your willingness to spend a precious hour with us.

*Dior Addict Stellar Shine - The Film*

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