

FRAGRANCE AND PERSONAL CARE

Top 10 fragrance and personal care headlines of H1

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Mink is looking to provide consumers with tools to create their own makeup. Image courtesy of Mink

By STAFF REPORTS

Luxury beauty brands continue to innovate and employ technology to offer consumers more interactive and personalized experiences.

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While some brands leverage 3D printing and augmented reality, others are focused on retooling their bricks-and-mortar presence. Luxury brands are also facing competition from niche and independent beauty labels.

Here are the top 10 fragrance and personal care headlines of the first half of 2019, in no particular order:

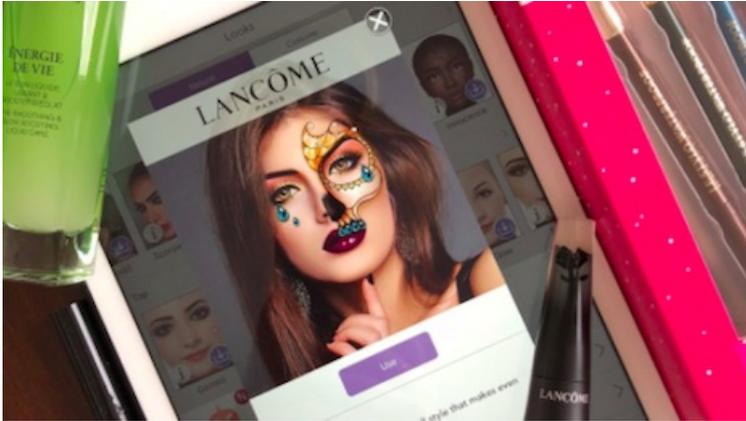


Mink is looking to provide consumers with tools to create their own makeup. Image courtesy of Mink

What will 3D printed makeup mean for the beauty industry?

As 3D printing gains more applications in the luxury business, a new consumer-facing tool aims to offer instant gratification and customization by bridging the gap between beauty inspiration and application.

New York-based startup Mink is now selling a portable 3D printer to consumers, enabling them to take any photo and turn it into wearable cosmetics, positioning itself as an "endless beauty aisle." With the proliferation of beauty imagery thanks to social media, Mink is putting cosmetic creation at consumers' fingertips, potentially disrupting the traditional path to purchase in the category ([see story](#)).



AR plays a major role in how consumers shop. Image credit: Lancôme

Beauty retail competition heightens as YouCam arms smaller brands with AR

Augmented reality provider Perfect Corp. is expanding its suite of YouCam offerings for retailers and brands to include in-store AR solutions, attracting them with the potential for reduced customer returns and increased purchases.

Focused in the beauty sector, YouCam specializes in providing AR solutions that create interactive experiences for users in a way that is fun but can also provide retail benefits. Its new mission expands to bricks-and-mortar on the retailer's end, creating a consultation system based on YouCam's various popular features, allowing smaller brands access to resources they normally would not ([see story](#)).



Barneys' The High End shop in Beverly Hills. Image credit: Barneys

Barneys' upcoming High End concept shop exhibits cannabis' prolific nature

Department store chain Barneys New York has launched a niche shop in its Beverly Hills location focusing on cannabis-related products, signifying that the shift experts predicted has arrived.

With the growth of CBD and hemp products, along with marijuana legalization in numerous regions of the United States, the entrance of cannabis in the luxury world is not a big surprise. Barneys is the first to open a luxury shop devoted to this segment, but a few of its contemporaries have adopted similar strategies ([see story](#)).



A new beauty floor is the latest addition to the revamped Bloomingdale's flagship. Image courtesy of Bloomingdale's

Bloomingdale's gives flagship beauty department an interactive makeover

Department store chain Bloomingdale's capitalized on the growing popularity of high-end cosmetics by unveiling a new beauty floor at its New York flagship.

The retailer has been undergoing an expansive renovation to maintain its position as a shopping destination in the ecommerce age. The refreshed beauty department has spa rooms, a fragrance hall, interactive displays and other services meant to entice in-store shoppers ([see story](#)).



Beauty is getting a high-tech touch. Image courtesy of SK-II

Beauty blends physical, digital in personalization push

Beauty retail and marketing are undergoing a technology revolution, and exhibitors at the Consumer Electronics Show showcased their vision for the future of cosmetic engagement.

From augmented reality to artificial intelligence, beauty brands are finding ways to personalize the experience for shoppers and guide them through to a purchase, whether in-store or online. At CES, companies including SK-II, Coty and Perfect Corp. rolled out innovations designed to make choosing skincare, makeup and hair color easier through trials and individualized analysis ([see story](#)).



Marc Jacobs has a new global artistry advisor. Image credit: Marc Jacobs

Marc Jacobs taps vlogger as first global artistry advisor

Fashion label Marc Jacobs looked to expand its beauty content with the appointment of makeup artist Nikkie de Jager

as its global artistry advisor.

In the newly created role, Ms. de Jager will create content that will live on both her own channels and Marc Jacobs platforms, drawing on her editorial background and vlogging expertise. The Kendo-produced makeup line has previously worked with vloggers tapping into the influential power of YouTube celebrities, but this marks a further investment in digital content ([see story](#)).



Sephora continues its mission in omnichannel retail. image credit: Sephora

Sephora grows its physical footprint, while other retailers close stores

LVMH's Sephora is leaning into a heavier bricks-and-mortar presence with the addition of 35 new stores, as other retailers shrink their physical footprints.

Showcasing the growth of the beauty sector and Sephora's prowess at experiential retail in physical spaces, the cosmetic retailer is rolling out the new stores this year. The year of new store openings will begin with its new Hudson Yards store in New York on March 13 ([see story](#)).



Gucci has three new lipstick formulas. Image courtesy of Gucci

Gucci Makeup celebrates, rather than hides, imperfections

Italian fashion label Gucci continued its unconventional approach with the launch of its new beauty line, one of the latest endeavors from creative director Alessandro Michele.

Since joining the brand in 2015, Mr. Michele has added his personal touches to Gucci's fragrances, relying on inventive digital campaigns to examine his unique perspective on beauty. The latest iteration of Gucci Makeup is the first cosmetics collection of Mr. Michele's tenure, extending his aesthetic to another entry-level category ([see story](#)).



Chinese beauty brands are becoming more popular and prestigious. Image credit: Alibaba

Chinese beauty buyers show growing interest in niche labels

While blockbuster beauty brands have strong awareness and trust in the Chinese market, consumers are increasingly interested in trying lesser-known labels.

According to a new report from Reuter: Intelligence, 85 percent of women and 70 percent of Chinese men are curious about niche brands, and 92 percent of male beauty buyers say they prefer indie options. These brands are a growing competition for bigger labels, as consumers believe niche products put more investment into developing formulas than marketing ([see story](#)).



L'Oreal's Style My Hair app powered by ModiFace. Image credit: L'Oreal

Amazon fights for space in beauty with Modiface integration

Ecommerce giant Amazon is working with L'Oreal's Modiface for augmented reality, allowing customers to test cosmetics in a virtual environment.

As Amazon looks to corner every sector of retail, the ecommerce platform is now contending with other beauty platforms such as Sephora and Este Lauder with its own virtual try-on. Users will be able to use their front facing camera to see a live video or photograph of themselves wearing virtual lipstick ([see story](#)).