FRAGRANCE AND PERSONAL CARE

Fragrance and personal care sector's top 10 headlines of 2019

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The design of the Dior Rouge Ultra Care Liquid 999 Bloom applicator lies behind its micro-flocked petal shape, which provides a soft sensation and precise application. It also delivers exactly the right amount of color. Image credit: Christian Dior

By STAFF REPORTS

As the cosmetics business innovates in an effort to help consumers explore products digitally, 2019 showed the continued importance of the bricks-and-mortar environment for beauty retail.

Amid growth in the category, retailers are making investments in both new store locations and updated floor plans. This year also saw the continued rise of digital tools such as augmented reality try-ons as well as the launch of DIY 3D beauty printing.

Here are the top 10 headlines in the fragrance and personal care sector, in no particular order:

Harrods has more skin in the game with the debut of its H beauty line of standalone stores. Image credit: Harrods

Britain's Harrods ups investment in cosmetics with launch of standalone H beauty stores

British department store chain Harrods will open a line of standalone beauty stores called H beauty, increasing its commitment to a sector that is linked by millennials and Gen Z to wellness and health.

The new H Beauty store will launch in the spring at intu Lakeside, Essex, followed by a second location in Milton Keynes, both towns in the England region. The stores will showcase the top beauty brands from around the world, with supporting experiences (see story).

Mindscent will help match consumers with one of the 110 Guerlain fragrances. Image credit: Guerlain

Guerlain, adding store tech, debuts new Mindscent fragrance finder for perfect perfume match

LVMH continues to inject technology into the fragrance business with the launch of Mindscent, a fragrance finder backed by emotion sensors that lets shoppers in Guerlain boutiques pick their favorite based on positive emotional reaction and personality match.

Using a neuronal headset and visual interfaces, shoppers can find out which one of Guerlain's 110 fragrances is best for them, according to the company. The release of Mindscent comes soon after Guerlain launched Olfaplay, a digital radio app and Web site for consumers passionate about perfume (see story).

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).

Chiari Ferragni designs new palette for Lancme. Image credit: Lancme

Curation of varied voices creates influencer impact for beauty brands

To create impact through influencer marketing, beauty labels need to look beyond celebrity-level personalities.

A new report from Traackr notes that some brands' over-reliance on VIP influencers has led them to have inconsistent or plummeting social media visibility. While it is important for marketers to grow the roster of personalities they are working with, the report cautions that brands should be mindful about choosing partners, whether related to gifting or paid content partnerships (see story).

Luxury cosmetics sales worldwide to clock $55.6B this year: report

A new report claims that the global luxury cosmetics market will reach $81.24 billion, posting a 5.6 percent compounded annual growth rate.

A boost in ecommerce and rising demand for organic personal care and cosmetics products will propel growth in the luxury cosmetics business worldwide, according to Allied Market Research. Per the Portland, OR-based market researcher, the global luxury cosmetics market is estimated to generate $55.6 billion in sales this year (see story).
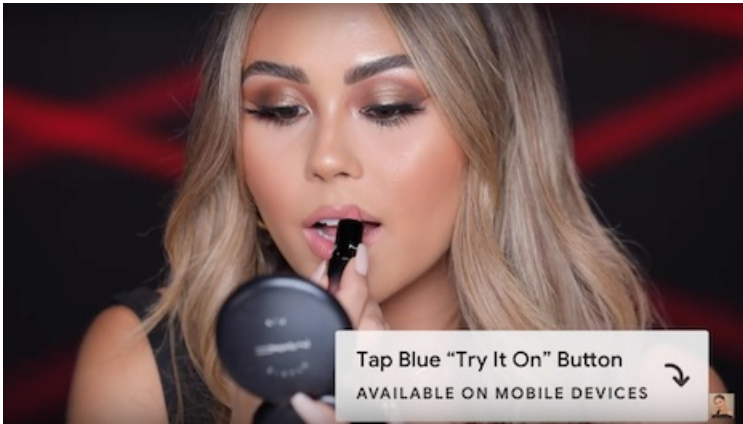
MAC Cosmetics is the first brand to launch augmented reality features on YouTube. Image credit: YouTube

YouTube launches in-video virtual makeup try-ons

Google's YouTube is adding a tech-forward touch to its popular beauty tutorials with the introduction of an augmented reality feature.

Initially launching as a partnership with M.A.C Cosmetics and vlogger Roxette Arisa, YouTube's Beauty Try-On feature allows viewers to virtually test and shop lipsticks straight from a video tutorial. More platforms and luxury brands have been incorporating AR features, but YouTube's implementation blends sponsored content with technology while having billions of viewers within reach (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).


Consumers are looking for authenticity and inclusivity in their beauty marketing. Image credit: Givenchy Beauty

Beauty brands have to be aspirational, yet relatable: Givenchy Beauty exec

As the beauty purchase path becomes more complex and fragmented, owned media is an often overlooked opportunity for brands to build communities and establish loyalty from their existing client base.

During a webinar hosted by Launchmetrics and moderated by the platform's senior vice president of industry relations Jessica Michault, a panel discussed the ways in which beauty marketing is changing, from the increased importance of word of mouth to the impact of influencers and the rise of consumer-facing launch events. Consumers today are looking for more personalized and less prescriptive beauty suggestions, and brands are finding more ways to engage their audiences directly or through trusted proxies to make a connection (see story).
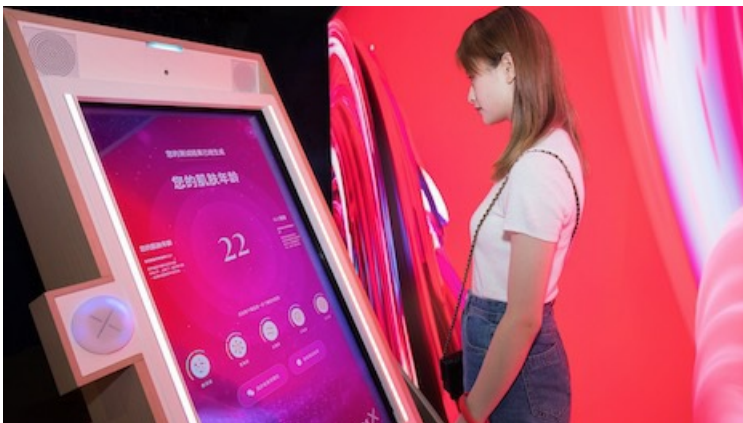
Beauty is getting a high-tech touch. Image courtesy of SK-II

Beauty blends physical, digital in personalization push

Beauty retail and marketing are undergoing a technology revolution, and exhibitors at the Consumer Electronics Show are showcasing 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 this week, companies including SK-II, Coty and Perfect Corp. are rolling out innovations designed to make choosing skincare, makeup and hair color easier through trials and individualized analysis (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).