

MISSION 2022

A NEW LINK BETWEEN EMERGING BRANDS

&
WINNING RETAILERS



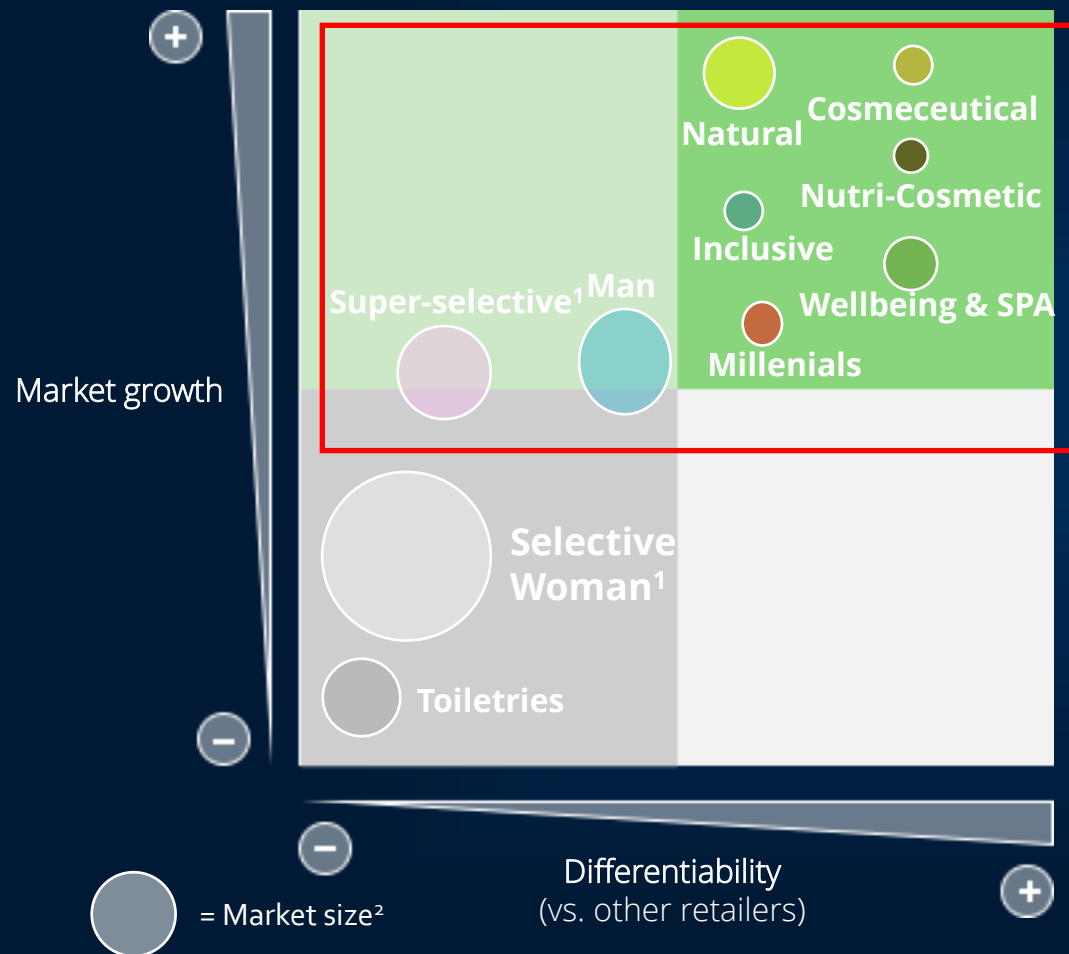
FOR RETAILERS :

A diversified portfolio of promising brands to drive excitement in a fast-moving highly fragmented environment.

FOR EMERGING BRANDS :

A strong expertise in building and scaling beauty names is now ready to drive their acceleration - Because new beautiful brands simply deserve the best execution.

WE ACKNOWLEDGE NEW BEAUTY CATEGORIES AS RELAY OF GROWTH



- Super selective : D'Orsay, Roos&Roos, Domaine Privé
- Cosmeceutical : Linaé, SEPAI, AHAVA, TIL, Arnaud, Onagrine
- Millenials : Bon Parfumeur, SL Lashes, Pax, Hanae Mori
- Natural : 100BON, Sepai, Linaé, Noé skincare, Le Rouge Francais
- Well being : Holidermie, Aromachology, 100Bon, Cottage
- Inclusive : Be-Radiance, Opulent Lenses
- Nutri-cosmetics : Lashile Beauty , Holidermie, TIL
- Man : Bon Parfumeur, Archiman skincare, Hanae Mori

1. Includes make up, skincare, perfumery

2. Preliminary estimates on Italian selective channel

BEAUTY TO RETAIL WITH ITS DIVERSIFIED PORTFOLIO IS AN ANSWER FOR RETAILERS FACING MARKET FRAGMENTATION

DERMO
COSMETIC



SKINCARE
NATURAL



SKINCARE
LIFESTYLE



Please visit our website beauty-to-retail.com to discover each brand

BEAUTY TO RETAIL WITH ITS DIVERSIFIED PORTFOLIO IS AN ANSWER FOR RETAILERS FACING MARKET FRAGMENTATION

MAKE-UP



FRAGRANCES



NUTRI COSMETICS (Hair & Skin)



Please visit our website beauty-to-retail.com to discover each brand

UNILEVER PRESTIGE UNIQUE PARTNERSHIP FOR TRAVEL RETAIL



GLOBAL COMMERCIAL EXPERTISE WITHIN ALL CHANNELS OF DISTRIBUTION IN SELECTIVE



MELINA BOSCHELLI
V.P. AMERICA
ALCHEMYAMERICAS.COM

22 Years in Cosmetics & Fragrances Sector
(LVMH, PUIG)
Market Development Business in Latinamerica

Skilled in Trade, POS, Sales & Marketing
Management

Travel Retail & Local Market experienced



NICOLAS PIQUEREAU
C.E.O EMEA & GLOBAL TR
BEAUTY-TO-RETAIL.COM

25 Years in Beauty sector (LVMH, BPI,
Amore Pacific, Clarins Group)

Go to Market strategy

5 Years financial growth plans

Travel retail & Agents key contacts

EMEA expert in selective distribution

Beauty pure players e-retailers expert

Unilever Prestige Global TR Division Coach



VIRGINIE DUCHATELLE
VP UK & IRELAND
BEAUTY-TO-RETAIL.COM

Creative Marketer, Business developer,
change manager and team builder

Expertise in driving growth internationally in
the luxury sector (14 years experience)

Specializes in 360 marketing and PR
solutions

GLOBAL COMMERCIAL EXPERTISE WITHIN ALL CHANNELS OF DISTRIBUTION IN SELECTIVE



BEATRICE CHARRIEIRE
V.P. ASIA PACIFIC
PEPITESASIA.COM

INTERNATIONAL BRAND BUSINESS
DEVELOPER

ASIA (17 years), Europe, Americas, Middle East
Local Markets, Travel Retail, Online business
BENEFIT COSMETICS (10 years)
KENZO PARFUMS (10 years)
SONIA RYKIEL FASHION (2 years)



NATHALIE REMY
V.P. MARKETING & DIGITAL
NRCONSULTING@GMAIL.COM

Global brand building and international
marketing development expertise via Dior,
Givenchy, BPI, Nina Ricci and Chanel.
30 years of brand creation expertise and
development of the global luxury cosmetic
and fragrance market, consumers, retail and
360° strategy., trade marketing go to market
strategies



OLIVIER SIDO
V.P. MIDDLE EAST & AFRICA
olivier.sido@internationalbbd.com

Global brand building and international
business development expertise via Shiseido
(BPI), YSL, Ales Group.
Robust track record in propelling emerging
brands to the mainstream with prioritization
across categories and products, channels and
markets.
Solid experiences with business cases and
financial discipline

360° GO TO MARKET MARKETING, HR AND VMD SERVICES WITH CONSULTANTS EXPERTS IN BEAUTY & LUXURY



CHARLOTTE CASTELLAN
VISUAL MERCHANDISING & DESIGN
FULLSENSE.FR

10 years in Luxury sector
Operational marketing
Visual merchandising and Design
Brand experience activation in-store



GABRIELLE LEVASSEUR
OPERATIONAL MARKETING
THEBEAUTYPARTNERS.FR

360° Launch plans,
trade implementation,
instore follow-up,
coaching & training



JIN SUN YANG
V.P. KOREA
BEAUTY-TO-RETAIL.COM

Beauty Creator. Over 2 decades in global beauty (L'Oreal, Coty Inc)
Cosmetic brand creation & assessment of product portfolio aiming global market
E-commerce Business Entrepreneur.
Consulting in beauty brands and retailing.
Euro-Asian Market intelligence and access.
Korean native, French bilingual and English.
Basic written Chinese and Japanese

360° GO TO MARKET MARKETING, HR AND VMD SERVICES WITH CONSULTANTS EXPERTS IN BEAUTY & LUXURY



THIBAUT DE MALEZIEU

PRESIDENT
LES ATELIERS ELBA
ATELIERSELBAFRANCE.FR

Specialist in merchandising, stand building and design across the Globe

In house creative agency and competitive concepts

Transport and logistics around the globe



DAVID PICKLES

ASSOCIATE PARTNER
PARTNERWISE
PARTNERWISE.CO.UK

Global Expertise in Executive Search, Interim and Talent Management.

Beauty specialist and differentiated by the depth and width of our international network (32% Europe, 28% Asia, 24% USA, 16% UK) across brands and retail

Collaborative and Personalised in style and solution delivering market leading results



CLARA IRISSOU

TRAILORED
TRANSLATION
OUITRANSLATE.COM

Competitive edge in the beauty industry, +25 yrs. experience

Conveying beauty through language

Context, distribution channel, brand philosophy and target audience

EXCLUSIVE BRAND ADVISORS FROM PRODUCTION, PRODUCT DEVELOPMENTS TO RETAIL & HR SOLUTIONS



GERARD DELCOUR

GLOBAL BRAND ADVISOR
BEAUTY-TO-RETAIL.COM

Experience leader in global management of selective brands Clarins, Mugler, Rochas, Lacoste, Azzaro.

Expert in development strategy of designer brands Atelier Cologne, By Terry, État Libre d'Orange, Castelbajac.

Chairman of the Board of Directors of the French perfumery union, and President Eden Park



DANIEL CHASTENET

MANAGEMENT RECRUITMENT CONSULTING
BeThe1.com

Beauty, Fashion & Retail

Middle & Senior positions

All Functions
Paris, Hong Kong, Shanghai, Singapore



GILLES DE CAMARET

LOGISTICS & CFO ADVISOR
BEAUTY-TO-RETAIL.COM

Support regarding Cost of Good, Cash flow, Logistics, and P&L optimization

Guidance on financing, expansion, and preparation for acquisition

20 years of finance with L'Oreal, head of logistics

DOMESTIC & TRAVEL RETAIL MARKET TRADE SHOWS 2022



TAX FREE & AGENTS EXHIBITION SHOWROOMS UPCOMING EVENT ON OCTOBER 2022



TAX FREE & AGENT ASIAPACIFIC TRADE SHOW



TAX FREE & AGENT WORLDWIDE TRADE SHOW

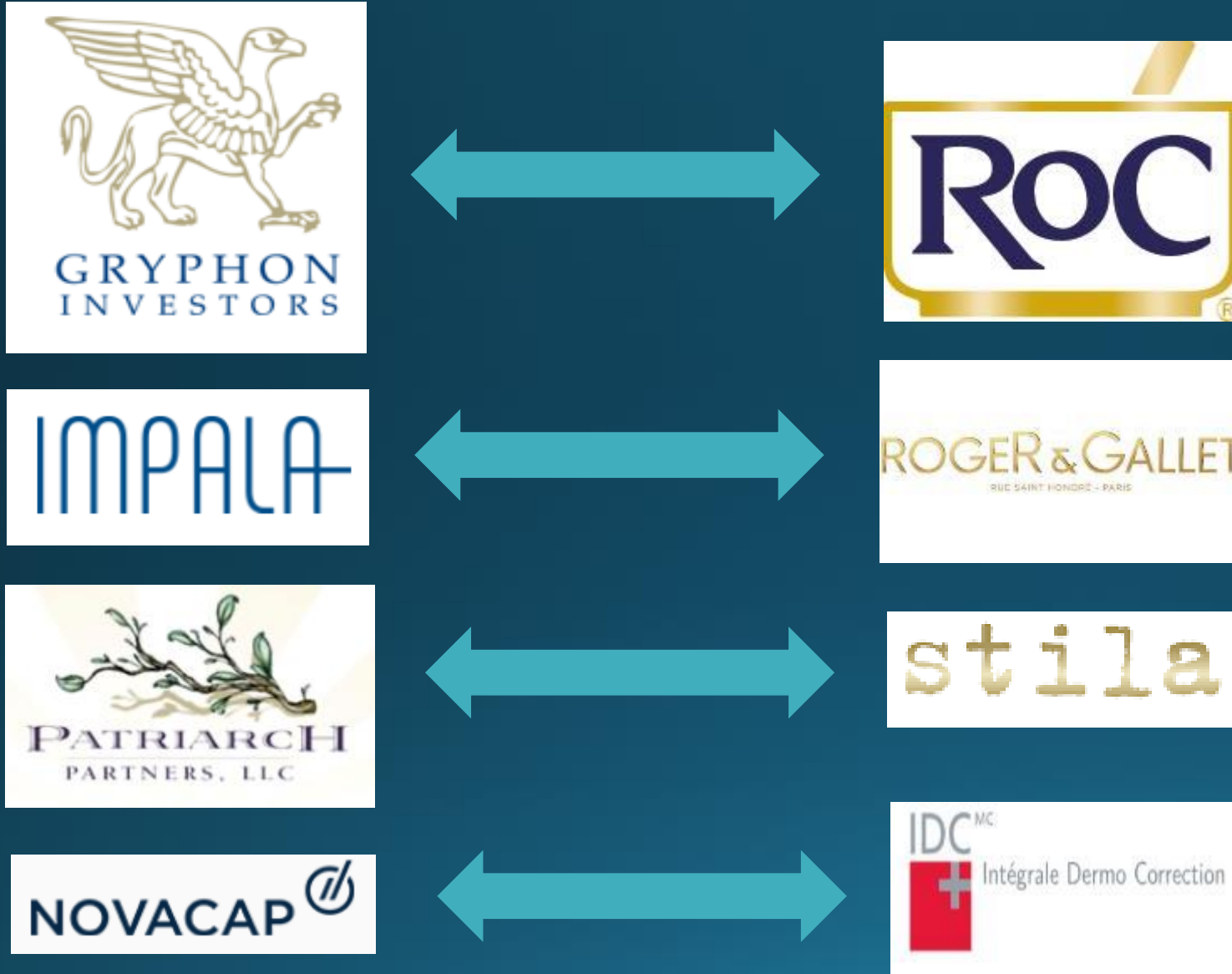
TAX FREE WORLD EXHIBITION CANNES SHOWROOMS UPCOMING EVENT ON OCTOBER 2022



Level 3 Palais des Festivals
Auditorium B

Level 4 Palais des Festivals
Business Center

PRIVATE EQUITIES & FAMILY OFFICES STRATEGIC PARTNERSHIP RECORDS



2022 GO-TO-RETAIL TAILOR MADE SERVICES TO THE BRANDS

Daily Package

- Brand performance review, adapting brand deck to retailer presentation
- Sharing contact details of strategic clients and buyers
- Exclusive market datas and brand performance on domestic, SPA & TR channels

Monthly Package

- Go to Market strategy building
- Long term financial plans and roadmap by country
- Organization models and top talents sourcing
- Brand representation during trade fares and show (TFAP Singapore & TFWA Cannes)
- Exclusive market datas and brand performance on domestic, SPA & TR channels

Yearly Package

- Elaborating retailers contracts
- Leading terms & conditions negotiations with each retailer
- Building retail plan by key retailers : 360° trade plan and top door strategy
- Hiring top talents on the market by strategic role
- Monthly sales reports and competitive benchmark
- Exclusive market datas and brand performance on domestic, SPA & TR channels



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