

MISSION 2022

A NEW LINK  
BETWEEN EMERGING  
BRANDS

&

WINNING RETAILERS



BEAUTY TO RETAIL  
Consulting

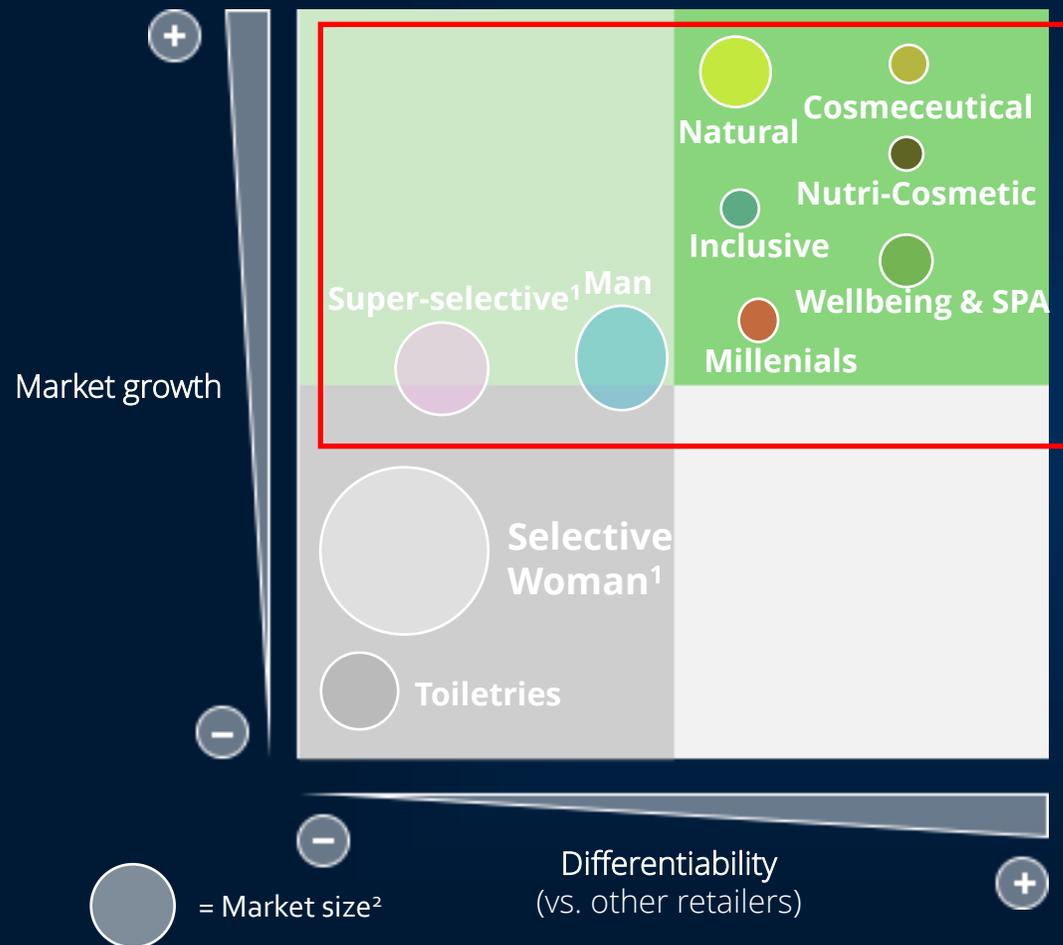
FOR RETAILERS :

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](http://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



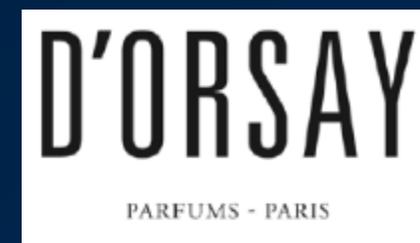
## NUTRI COSMETICS (Hair & Skin)



Please visit our website [beauty-to-retail.com](https://beauty-to-retail.com) to discover each brand

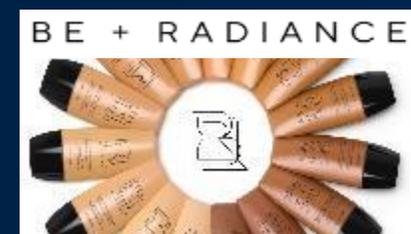
# BRAND OFFER ACCROSS KEY CONSUMER TARGETS

Average basket 80 €



Millenials

Forties



Average basket 10 €

# UNILEVER PRESTIGE UNIQUE PARTNERSHIP FOR TRAVEL RETAIL



# WE BUILD STRONG OMNICHANNEL PARTNERSHIP WITH STRATEGIC P&C RETAILERS & AGENTS

## Perfumerie chains

SEPHORA  
MARIONNAUD  
DOUGLAS  
BEAUTY SUCCESS  
PASSION BEAUTE  
ULTA  
BLUE MERCURY  
KICKS  
MATAS  
LIMONI  
PARIS XL  
ETHOS  
L'ETOILE  
ILE DE BEAUTE  
RIVE GAUCHE  
APOTHECARY  
SPACE N K  
MECCA  
VITA  
THE PERFUME SHOP  
WOJOOH / FACES  
LIVERPOOL

## Travel Retail

HEINEMANN  
DUFY  
LAGARDERE TR  
SHILLA  
LOTTE  
DFS  
DFA  
AER RIANTA  
DUBAI DUTY FREE  
KAPPE  
KING POWER  
EVVERICH  
RICHARDSON  
IDF  
CDFG  
SUNRISE  
SCORPIO  
DFP  
DIMENSI / ERAWAN  
DFASS  
BLANC DE BLANC  
SCORPIO AIRLINES

## Department stores

GALERIE LAFAYETTE  
PRINTEMPS  
BON MARCHE  
SAKS 5th AVENUE  
NORDSTROM  
SELFRIDGES  
JOHN LEWIS  
DEBENHAMS  
HARRODS  
BARNEYS  
HOLT RENFREW  
THE BAY / OGILVY  
CK TANGS  
TAKASHIMAYA  
SOGO  
MITSUKOSHI GINZA  
BERGDORF  
CORTE INGLES  
ISETAN  
FENWICK  
MANOR  
NEYMAN MARCUS

## E-retailers

FEELUNIQUE  
1001PHARMACIES  
BEAUTE PRIVEE  
VENTE PRIVEE  
BIRCHBOX  
CULT BEAUTY  
SCARLETBEAUTY  
BEAUTY BAY  
NICHE BEAUTY  
ESCENTUAL  
LOVE LULA  
ORIGINES PARFUMS  
ALL BEAUTY  
BEING CONTENT  
YOUNIQUE  
GET THE GLOSS  
NOTINO  
QVC  
USHOPAL  
LOOK FANTASTIC  
BELEZA  
JOLIMO

## Distributors

BLUEBELL KOREA/JAPAN/HK/TW  
LUXASIA ASIA  
ORBICO CENTRAL EUROPE  
ETERNAL HONG KONG  
TRIMEX AUSTRALIA  
CHALHOUB / AL TAYER MIDDLE EAST  
APOTHECA MIDDLE EAST  
EOLYS BEAUTE FRANCE  
KGA / GLORIOUS BRANDS / BTR UK  
ATOUT GERMANY / NEW FLAG  
LLC ITALY / DISPAR ITALY / B&L  
PRESTILUX CANADA / SOVANIC  
ESSENCE CORP LATIN AMERICA  
BEAUTY CONCEPT INDIA  
GERCEK TURKEY  
UPSELL France / CILUXE  
SAETHER SCANDINAVIA  
ISOLEE SPAIN / PERRIGO SPAIN  
CARE COSMETICS / KRAMFABRIKEN  
BS MOROCCO / DERMOPHARMA / HJD  
RIVE GAUCHE RUSSIA / KURS L'ETOILE  
SARANTIS GROUP GREECE

## Drugstores

WATSONS EUROPE  
SUPERDRUG  
BOOTS  
LOYDS  
SUNSTORE  
JEAN COUTU  
SHOPPERS DRUGMART  
TIGOTA  
FAMILYPRIX/UNIPRIX  
OLIVEYOUNG  
PARASHOP / TANGUY  
HOLLAND & BARRETT  
ESSELUNGA  
PHARMA SANTE  
PHARMACIE LAFAYETTE  
ROSSMAN  
MULLER  
DUANE READ USA  
ETHOS  
KRUITVART  
GROUPE MONGES  
OH MY CREAM

# 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



COSMOPROF  
NORTH AMERICA LAS VEGAS

IndieBeautyExpo

TFWA

IndieBeautyExpo



TFWA

COSMOPROF  
WORLD OF FLORENCE

beautyworld  
MIDDLE EAST



COSMOPROF  
ASIA HONG KONG

TFWA

MECCALAND

# 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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