



BEAUTY TO RETAIL  
Consulting

# MISSION 2022

## A NEW LINK BETWEEN EMERGING BRANDS & WINNING RETAILERS

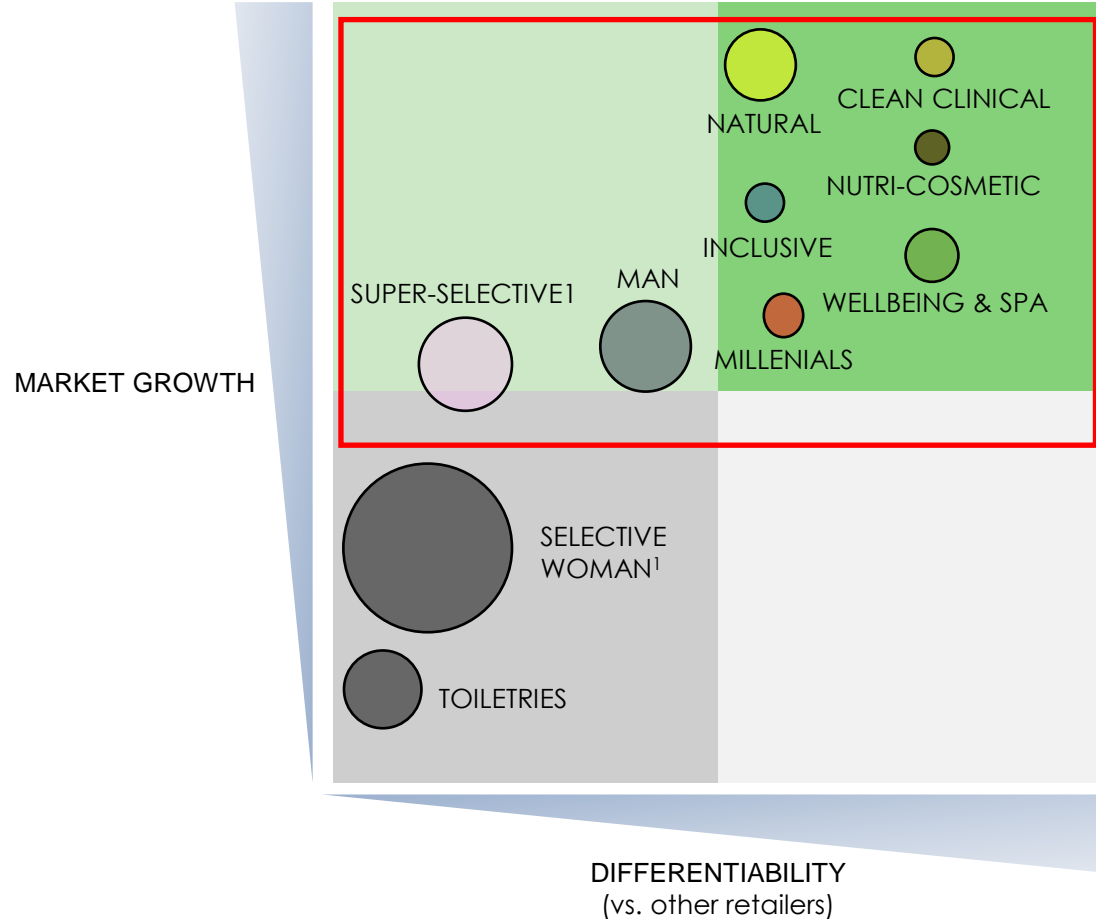
### FOR RETAILERS :

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** : Roos&Roos, Zilli, Holidermie, Chiaro Zurich, Xove
- ◆ **CLEAN CLINICAL** : Dermatherm, Sepai, Rexaline, Arnaud, Onagrine, Skyn Iceland, Oscience, Novexpert, Innoxia, HaruHaru
- ◆ **MILLENNIALS** : Bon Parfumeur, Nabilla Beauty, Pax, Les Nereides, GAS, Cher, Phluid Project, Dolly Parton, Sabrina Carpenter, Sarah Jessica Parker
- ◆ **NATURAL** : 100BON, Onagrine, Skyn Iceland, Cosmonaturel, Herbliz, Le Rouge Francais, Dermatherm, Scent Organix, Maison Amadeo.
- ◆ **WELL BEING** : Ahava, Holidermie, Lucedisorrento, Maison Amadeo
- ◆ **INCLUSIVE** : Be-Radiance, Opulent Lenses, T-Leclerc, Studio Make-up
- ◆ **NUTRI-COSMETICS** : Lashile Beauty , Holidermie, Herblitz
- ◆ **MAN** : Bon Parfumeur, Archiman skincare, ZILLI, Stetson, Ron Dorff
- ◆ **HAIRCARE ACCESSOIRES** : Lunata Beauty

● = Market size<sup>2</sup>

1. Includes make up, skincare, perfumery
2. Preliminary estimates on Italian selective channel

Source: UNIPRO data, news articles, analysis and estimates B&B working team and BCG

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

DERMO  
COSMETIC



Rexaline



Dermatherm



Oscience

SKINCARE  
NATURAL



Onagrine



Cosmonaturel



Skyn Iceland

SKINCARE  
LIFESTYLE



Archiman



Ahava



Sepai

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



Le Rouge Français



PAX



Be + Radiance

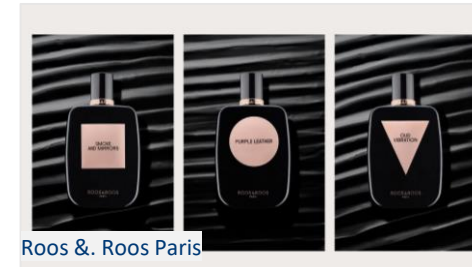
## FRAGRANCES



Zilli Parfums



Bon Parfumeur Paris



Roos & Roos Paris

## NUTRI COSMETICS (hair & skin)



Lashilé Beauty



Holidermie



Herblitz

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TO DISCOVER  
EACH BRAND

# BRAND OFFER ACCROSS KEY CONSUMER TARGETS

AVERAGE BASKET 80 €



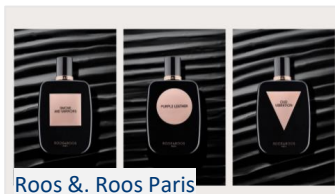
Skyn Iceland



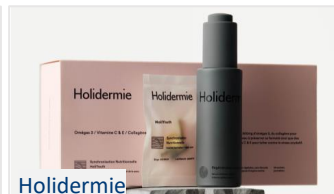
Bon Parfumeur Paris



Onagrine



Roos & Roos Paris



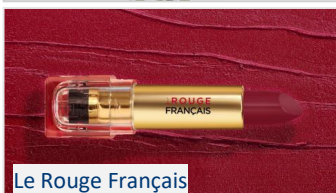
Holidermie



PAX



Sepai



Le Rouge Français



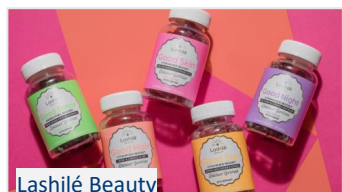
Osience



Zilli Parfums

MILLENNIALS

FORTIES



Lashilé Beauty



Rexaline



Ahava



Archiman



Herblitz



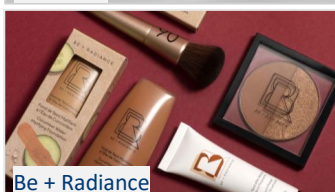
Cosmonaturel



Dermatherm



Nabilla



Be + Radiance



Onagrine

AVERAGE BASKET 10 €



BEAUTY TO RETAIL  
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# UNILEVER PRESTIGE UNIQUE PARTNERSHIP FOR GLOBAL TRAVEL RETAIL



Unilever

PRESTIGE



REN  
CLEAN SKINCARE

dermalogica®

Living proof.®

Murad®

PAULA'S CHOICE  
SKINCARE

# WE BUILD STRONG OMNICHANAL 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  
PRIMOR

## TRAVEL RETAIL

DUFREY EUROPE  
HEINEMANN  
DUFREY APAC/AMERICAS  
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  
HARDING RETAIL

## DEPARTMENT STORES

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

## E-RETAILERS

SCARLETBEAUTY  
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  
JOLIMOI

## DISTRIBUTORS

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

## DRUGSTORES

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





# GLOBAL COMMERCIAL EXPERTISE WITHIN ALL CHANNELS OF DISTRIBUTION IN SELECTIVE



**MELINA BOSCHELLI**  
**CONSULTANT AMERICAS**  
**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  
EMEA expert in selective distribution  
Beauty pure players e-retailers expert  
Unilever Prestige Global TR Division Coach



**VIRGINIE DUCHATELLE**  
**CONSULTANT 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



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# GLOBAL COMMERCIAL EXPERTISE WITHIN ALL CHANNELS OF DISTRIBUTION IN SELECTIVE



**BEATRICE CHARRIEIRE**

**CONSULTANT 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)



**JIN SUN YANG**

**CONSULTANT KOREA**

**BEAUTY-TO-RETAIL.COM**

Beauty Creator. Over 2 decades in global beauty  
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.



**OLIVIER SIDO**

**CONSULTANT MIDDLE EAST**

**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



**BEAUTY TO RETAIL**  
Consulting

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



**BENEDICTE FRANCON**  
**CONSULTANT MARKETING**  
**MILES AND CONSULTING**

20 years in international marketing of the Beauty and Luxury industries for worldwide leading brands and clean-beauty challengers. Brand and image development, brand marketing strategies, 360° launch strategies, digital strategies



**NATHALIE REMY**  
**CONSULTANT MARKETING**  
**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



**CAROLINE LEBORGNE**  
**SALES STAFF & PROMOTERS**  
**LUXURYPARTNERGROUP.FR**

Luxury Partner Agency and Luxury Partner Agency put at your disposal an ambassador according to the number of points of sale and days that you have defined, as part of commercial animations of your products on the local market and travel retail in France as well as internationally.

No subordination link is established between your brand and the ambassador who has been trained by us to be perfectly autonomous.



**BEAUTY TO RETAIL**  
Consulting

# 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**

**GO-TO-MARKET FRANCE**

**THEBEAUTYPARTNERS.FR**

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



**THIERRY PINON**

**CONSULTANT PHARMACY**

**PITCH-LABOS.FR**

Over 2 decades in Pharmacy industry  
High level positions at J&J / SOFIP / BIOFIN/ UPSELL France  
(Managing Director)  
Consulting in pharmacy brands and retailing.  
Market intelligence and access to strategic market datas.  
Successful relaunch of ROC skincare France



**BEAUTY TO RETAIL**  
Consulting

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



**THIBAUT DE MALEZIEU**  
**MERCHANDISING & DESIGN**  
**CONSULTANT**

**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**  
**HR CONSULTANT**  
**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 Personalized in style and solution delivering  
market leading results



**MAXIMILIEN. URSO**  
**LUXURY BARTER STRATEGY**  
**EFFICIO.COM**

EFFICIO GROUP enables brand to finance top communication  
without extra-cash thanks to your products stocks.  
For more than 20 years, they have been working hand in hand  
with the most prestigious and demanding luxury brands to  
become their reliable partner.

EFFICIO GROUP has developed a true expertise in turning  
products (phase out, close out and current collections) into  
golden communication opportunities, earning us great  
recognition in the luxury and premium brands market.



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



**STEPHANE GUELLIL**

**SALES STAFF & PROMOTERS**

**LUXURYPARTNERGROUP.FR**

Luxury partner agency is an in-store commercial animation agency specializing in the beauty sector. We are here to support you when launching your brand on the local or international markets. We put our teams at your disposal to extend to points of sale the dream imagined by your house.



**AURELIE POULEAU**

**DESIGN CONSULTANT**

**PARISCALLING.COM**

Design Agency  
Brand platform and Story Telling  
Logos, visual identity for coffrets  
Communication kits and mood boards



**CLARA IRISSOU**

**TRANSLATION CONSULTANT**

**OUITRANSLATE.COM**

Competitive edge in the beauty industry, +25 yrs. experience  
Conveying beauty through language  
Context, distribution channel,  
brand philosophy and target audience



**BEAUTY TO RETAIL**  
Consulting

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



**GERALD DELCOUR**

**INVESTMENT CONSULTANT**

**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**

**HR CONSULTANT**

**BETHE1.COM**

Beauty, Fashion & Retail  
Middle & Senior positions  
All Functions  
Paris, Hong Kong, Shanghai, Singapore



**GILLES DE CAMARET**

**LOGISTICS & CFO CONSULTANT**

**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



**BEAUTY TO RETAIL**  
Consulting

# DOMESTIC & TRAVEL RETAIL MARKET TRADE SHOWS 2022





# TAX FREE & AGENTS EXHIBITION SHOWROOMS UPCOMING EVENT ON OCTOBER 2022

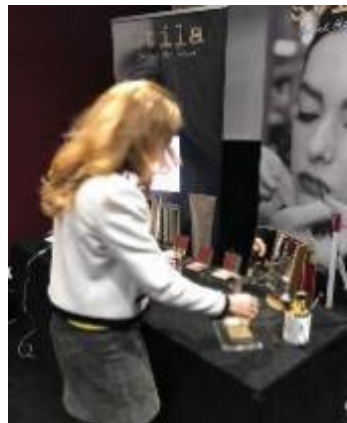


TAX FREE & AGENT ASIAPACIFIC TRADE SHOW



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 & TFWWE 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





NICOLAS PIQUEREAU

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[Beauty-to-retail.com](http://Beauty-to-retail.com)



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Consulting

Société de conseil inscrite au RCS de Nanterre - France

SARL au capital de 10000 € RCS 832 357 487

Code APE 4645Z