

MISSION 2021

A NEW LINK
BETWEEN
EMERGING
BRANDS

&

WINNING
RETAILERS



BEAUTY TO RETAIL
Consulting

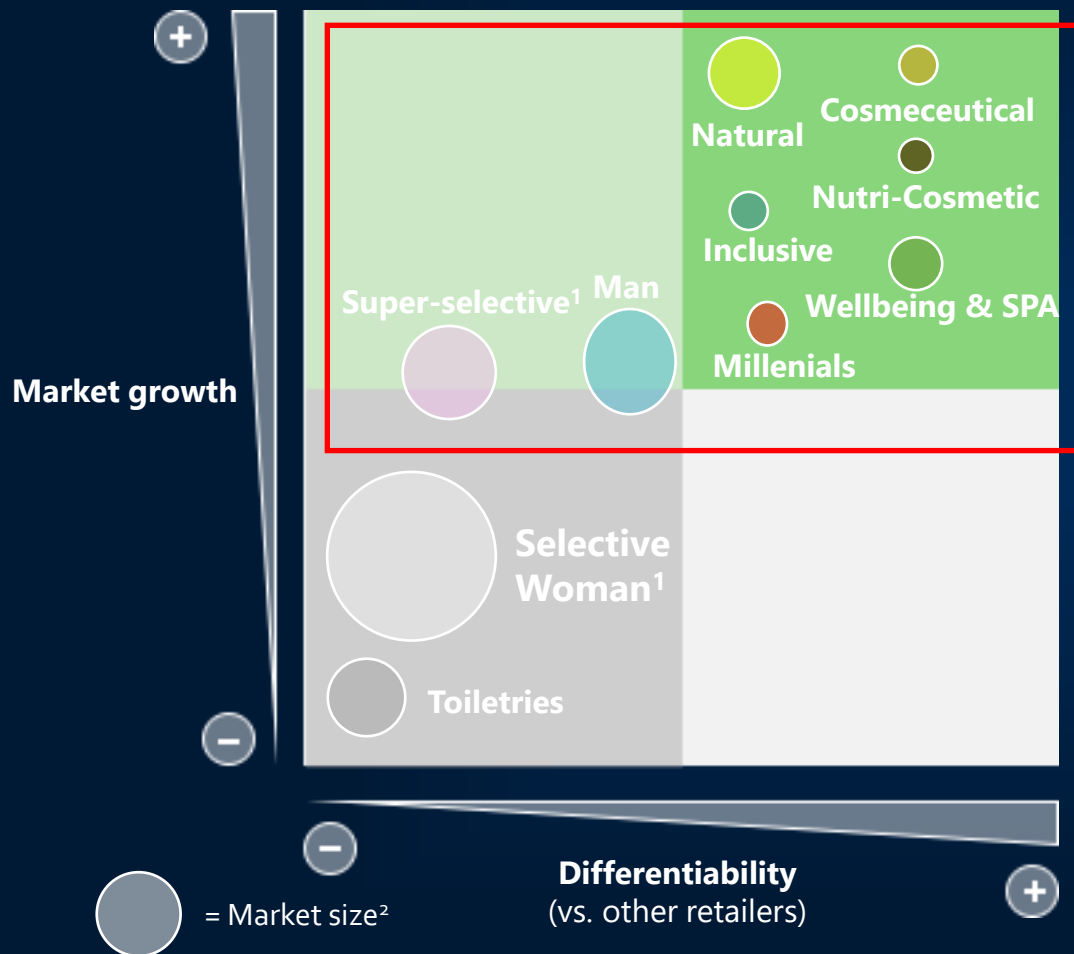
FOR RETAILERS :

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** : Evidens de Beauté, D'Orsay
- **Cosmeceutical** : La Chenaie, Dr Russo, Longevity
- **Millenials** : Merci Handy, Myriam K, Bon Parfumeur, Pretty Vulgar
- **Natural** : 100BON, All tigers, Lachenaie, Cut-Le-Crap, LadyGreen.
- **Well being** : Holidermie holistic beauty, Aromachology, Detox
- **Inclusive** : Be-Radiance
- **Nutri-cosmetics** : Lashile Beauty , Holidermie, Myriam K
- **Man** : Bon Parfumeur, Archiman skincare

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

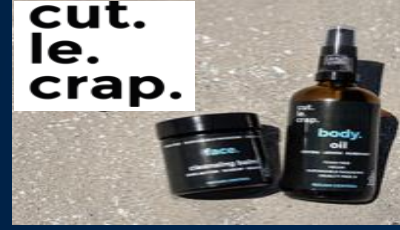
BRAND OFFER ACCROSS KEY CONSUMER TARGETS

Average basket 80 €



Millenials

Forties

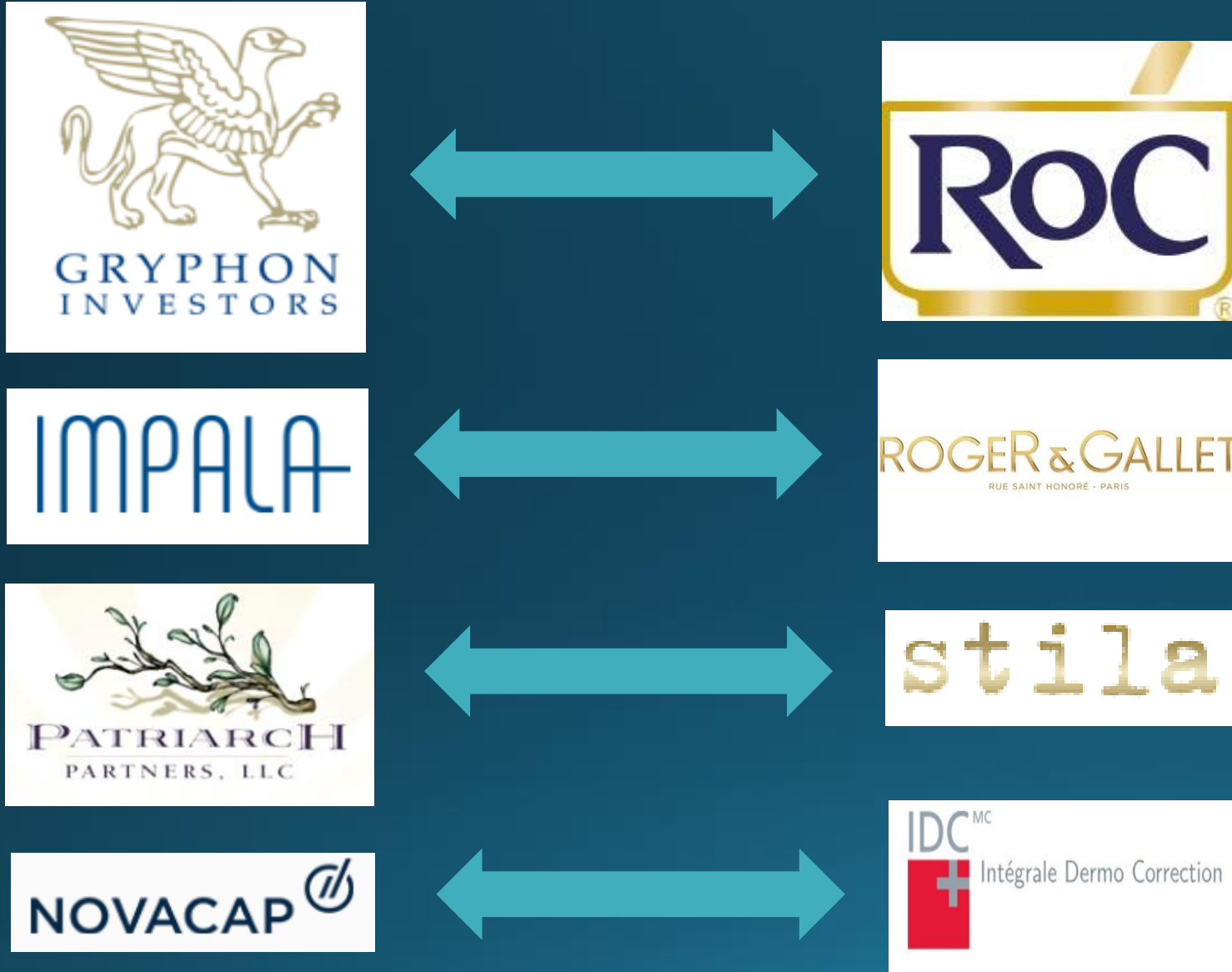


Average basket 10 €

UNILEVER PRESTIGE UNIQUE PARTNERSHIP FOR TRAVEL RETAIL



PRIVATE EQUITIES & FAMILY OFFICES STRATEGIC PARTNERSHIP



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

THE HUT GROUP
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

Distributors

BLUEBELL KOREA
LUXASIA ASIA
ORBICO CENTRAL EUROPE
ETERNAL HONG KONG
TRIMEX AUSTRALIA
CHALHOU B MIDDLE EAST
APOTHECA MIDDLE EAST
EOLYS BEAUTE FRANCE
KGA / GLORIOUS BRANDS UK
ATOUT GERMANY
LLC ITALY / DISPAR ITALY / B&L
PRESTILUX CANADA
ESSENCE CORP LATIN AMERICA
BEAUTY CONCEPT INDIA
GERCEK TURKEY
UPSELL FRANCE
SAETHER SCANDINAVIA
ISOLEE SPAIN / PERRIGO SPAIN
CARE COSMETICS
BEAUTY SUCCESS MOROCCO
RIVE GAUCHE RUSSIA
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.

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 360° marketing go to market strategies



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



CHARLOTTE CASTELLAN

VISUAL MERCHANDISING & DESIGN

FULLSENSE.FR

10 years in Luxury sector

Operational marketing

Visual merchandising and Design

Brand experience activation in-store

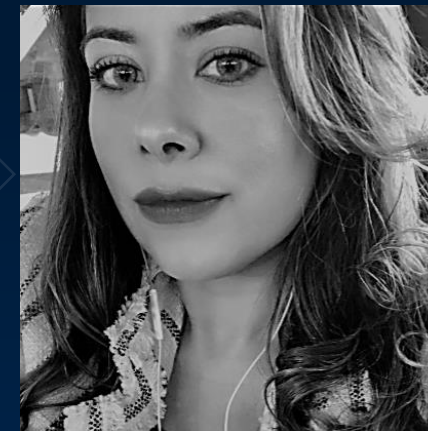


GABRIELLE LEVASSEUR

OPERATIONAL MARKETING

THEBEAUTYPARTNERS.FR

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



ANGELICA REZZA

BRAND STRATEGY

BEAUTYAMPLIFIED.COM

Our goal is to enable the creation of successful,
long-lasting & innovative beauty brands
by consulting & managing the entire launch
process from branding,
product development, distribution to social media
management.

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
OUTTRANSLATE.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 2021



TAX FREE & AGENTS EXHIBITION SHOWROOMS



TAX FREE & AGENT ASIAPACIFIC TRADE SHOW



TAX FREE & AGENT WORLDWIDE TRADE SHOW

TAX FREE WORLD EXHIBITION CANNES SHOWROOMS



Level 3 Palais des Festivals
Auditorium B

Level 4 Palais des Festivals
Business Center

2021 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



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SARL au capital de 10000 € RCS 832 357 487

Code APE 4645Z