

MISSION 2019

A NEW LINK
BETWEEN
EMERGING
BRANDS

&

WINNING
RETAILERS



BEAUTY TO RETAIL
Consulting

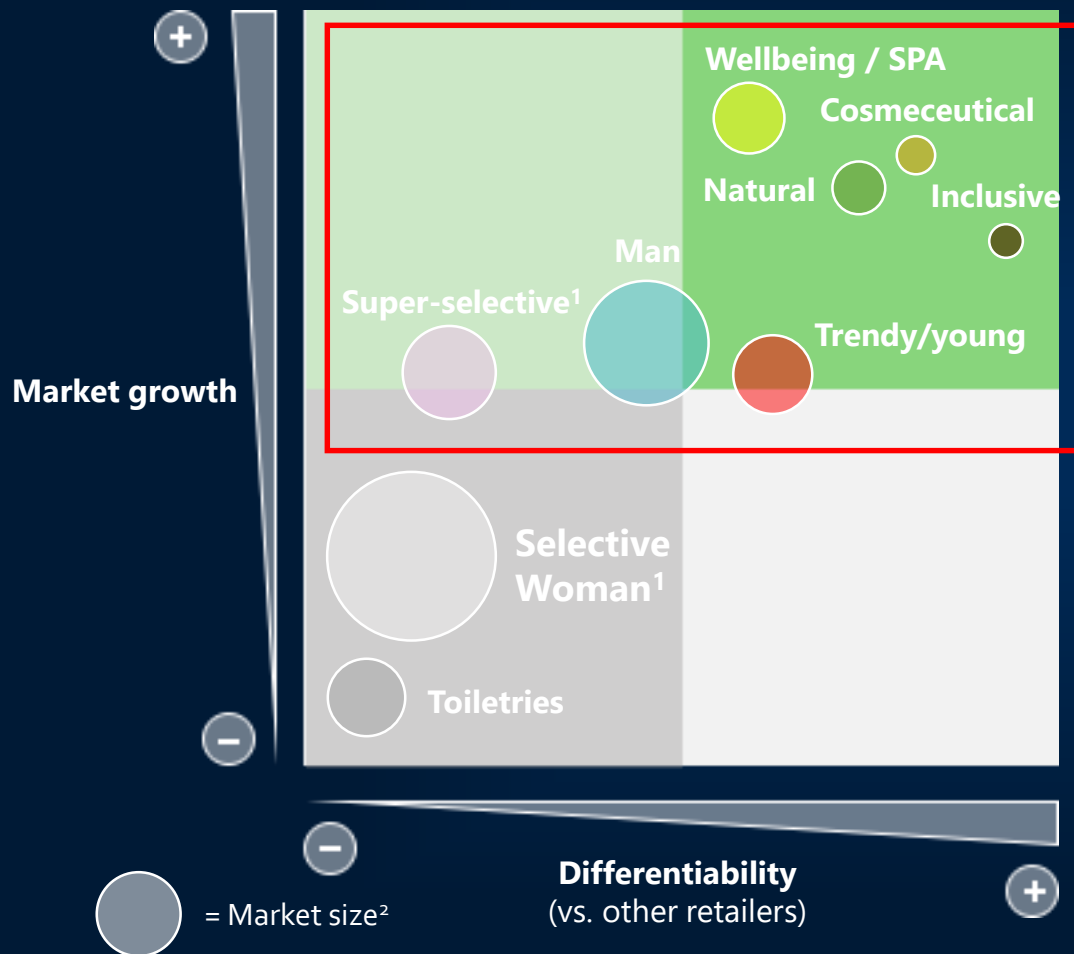
FOR RETAILERS :

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** : LaChenaie.
- **Cosmeceutical** : IDC, NYM.
- **Trendy / Millenials** : Merci Handy, Foamous, Stila, MamanVaEtreJalouse, Myriam K, Bon Parfumeur, Margot&Tita.
- **Natural** : 100BON, Maison Payen, Mademoiselle Provence, Cut.Le.Crap.
- **Well being** : Trevor Sorbie, Holidermie, Macadamia Oil.
- **Inclusive** : Belle Radiance.
- **Man** : Bon Parfumeur.

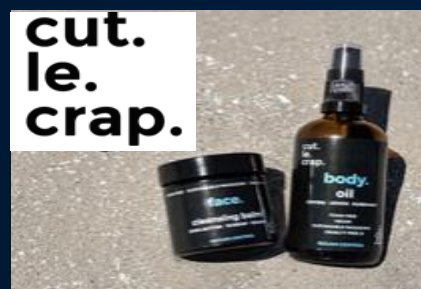
1. Includes make up, skincare, perfumery
 2. Preliminary estimates on Italian selective channel

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

DERMO
COSMETIC



SKINCARE
NATURAL



SKINCARE
LIFESTYLE



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

MAKE-UP



FRAGRANCES



HAIRCARE



BRAND OFFER ACCROSS KEY CONSUMER TARGETS

Average basket 80 €



Millenials

Teenagers

Seniors

Average basket 40 €



Average basket 10 €

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
MULLER
SPACE N K
MECCA
VITA
THE PERFUME SHOP
WOJOOH
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 BEAUTE
SPACE NK
BEAUTY BAY
ALL BEAUTE
ESCENTUAL
LOVE LULA
ORIGINES PARFUMS
JOMEYO
BEING CONTENT
YOUNIQUE
GET THE GLOSS
NOTINO
QVC
THE AGENT
LOOK FANTASTIC
BELEZA

Distributors

BLUEBELL
LUXASIA
ORBICO
ETERNAL
TRIMEX
CHALHOUB
APOTHECA
EOLYS BEAUTE
KGA UK
ATOUT
DISPAR ITALIE
PRESTILUX
ESSENCE CORP
BEAUTY CONCEPT
NOTOS
DIPLOMAT
SAETHER
SCANCO
BERNER
RIVIERA BALTIC COUNTRIES
RIVE GAUCHE RUSSIA
BEAUTY & LUXURY ITALIA

Drugstores

WATSONS
SUPERDRUG
BOOTS
LOYDS
SUNSTORE
JEAN COUTU
SHOPPERS DRUGMART
PHARMAPRIX
FAMILYPRIX/UNIPRIX
OLIVEYOUNG
PARASHOP / TANGUY
HOLLAND & BARRETT
PHARMA GOUP G9
PHARMA SANTE
PHARMACIE LAFAYETTE
ROSSMAN
MULLER
DUANE READ USA
CVS USA
MANNINGS
GROUPE MONGES
OH MY CREAM

GLOBAL COMMERCIAL EXPERTISE WITHIN ALL CHANNELS OF DISTRIBUTION IN SELECTIVE



HERVÉ BOUVIER
C.O.O. GLOBAL STRATEGY
BEAUTY-TO-RETAIL.COM

Global brand building and international business development expertise via L'Oreal and Estee Lauder Companies.

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



NICOLAS PIQUEREAU
C.E.O EUROPE
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



CYRILLE GUYOT
VICE PRESIDENT AMERICAS
BEAUTYETCETERA.COM

Strategic alliances with best-in-class manufacturers retailers and travel retail operators

Digital strategy and marketing solutions

Large-scale distribution engineering

USA Domestic, Canada and Latin Americas expert



JIN SUN YANG
VICE PRESIDENT ASIA-PACIFIC
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

GLOBAL COMMERCIAL EXPERTISE WITHIN ALL CHANNELS OF DISTRIBUTION IN SELECTIVE



TREVOR LIN

VICE PRESIDENT
TR ASIA PACIFIC

1010HOPE.COM / NIDO.ASIA

Experienced Business Manager with a demonstrated history of working in the cosmetics industry. Skilled in Marketing Management, Negotiation, Business Planning, Management, and Sales.

Strong professional graduated from HEC School of Management. [XXX](#)



CEDRIC MAHE

VICE PRESIDENT
LATIN AMERICA & CARIBBEAN.

ALCHEMYAMERICAS.COM

15-year experience in Brand Equity Building in Perfumes & Cosmetics and Beverages sectors

Specialized in Premium/Ultra-Premium and niche brands

Full network of domestic importers and travel retail operators.



CLARA IRISOU

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 & SPA 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



GHISLAIN WAEYAERT
SPA-TO-RETAIL ADVISOR
DEEPNATURE.COM

Specialist in Spa-related activities and since 2008, (Clarins' Spas / Deep Nature)

Strong experience running profitable spas all over the world (stand alone & deluxe hotels)

Key player in the spa industry (Davines, Comfort Zone, Shiseido)



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

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



CHARLOTTE CASTELLANO

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

DANIEL CHASTENET

**MANAGEMENT RECRUITMENT
CONSULTING**

BeThe1.com
Beauty, Fashion & Retail
Middle & Senior positions
All Functions
Paris, Hong Kong, Shanghai, Singapore

ESTELLE KARSENTI

BRAND IDENTITY, PACKAGING
STORY-TELLING.FR

Brand platform and Story Telling
Logos, visual identity for coffrets
Communication kits
Mood boards

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

2019 GO-TO-RETAIL EXCLUSIVE 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
PRESIDENT AND FOUNDER

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SARL au capital de 10000 € RCS 832 357 487

Code APE 4645Z