



BEAUTY TO RETAIL

Consulting

MISSION 2023

A NEW LINK BETWEEN EMERGING BRANDS & WINNING RETAILERS

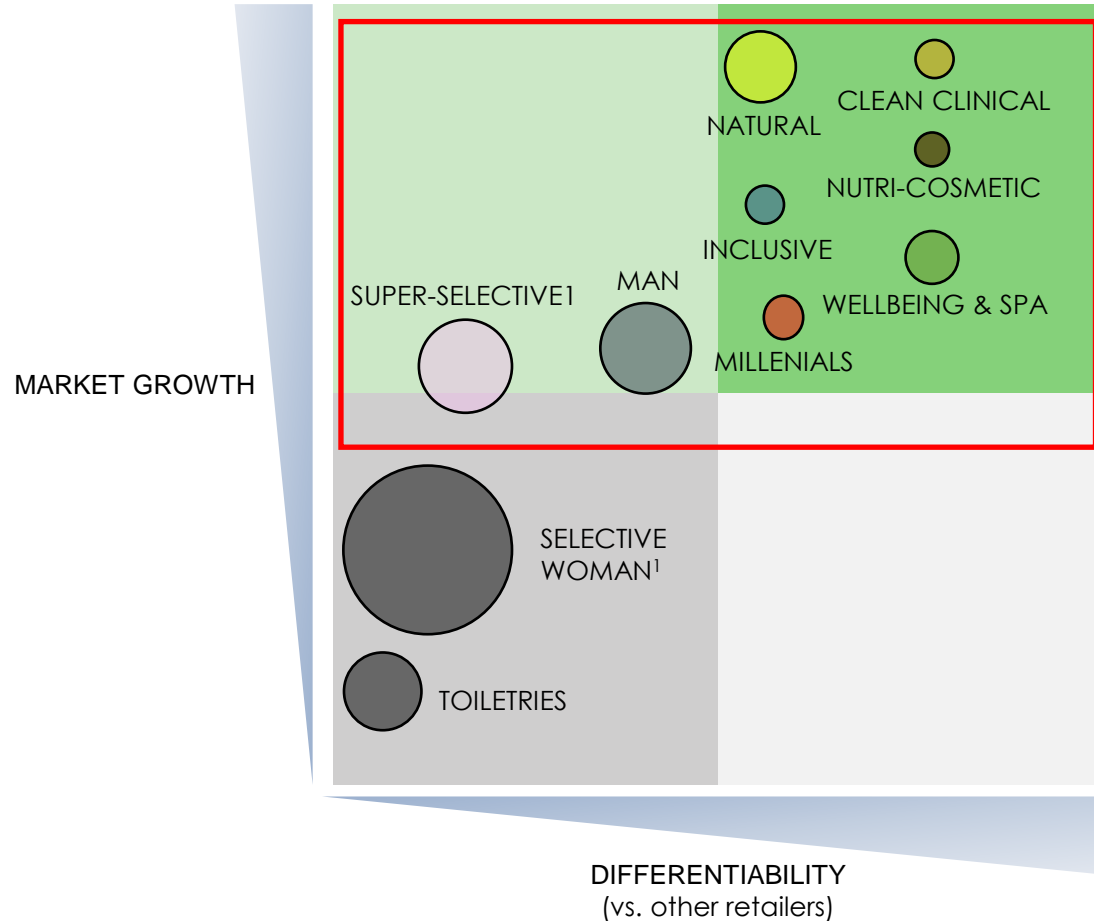
FOR RETAILERS :

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** : Argentum, Roos&Roos, David Jourquin, Chiaro, Xove.
- ◆ **CLEAN CLINICAL** : Dermatherm, Rexaline, Arnaud, Onagrine, Skyn Iceland, Dalu Skincare, Novexpert, HaruHaru, Dermalogica, Oscience.
- ◆ **MILLENNIALS** : Bon Parfumeur, Nabilla Beauty, Les Nereides, GAS, Cher, Phluid Project, Dolly Parton, Sabrina Carpenter, Frida Kahlo, Erevan.
- ◆ **NATURAL** : Onagrine, Skin Regimen, Cosmonaturel, Herbliz, Haru-Haru Virevolte, Dermatherm, Scent Organix, Maison Amadeo, Bioxgn.
- ◆ **WELL BEING** : Almora Botanica, Ahava, Ave&You, JFT, Hemp.
- ◆ **INCLUSIVE** : Be-Radiance, Dr Russo, Ice beauty, Ave & you.
- ◆ **NUTRI-COSMETICS** : Lashile Beauty, Holidermie, Herbliz.
- ◆ **MAN** : Bon Parfumeur, Stetson, Ron Dorff.
- ◆ **HAIRCARE & ACCESSOIRES** : Fragile, Lunata Beauty, Answer, Rosebaie.

● = Market size²

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 NEW CONSUMER DEMAND

DERMO
COSMETICS



CLEAN
CLINICAL



SKINCARE
NATURAL



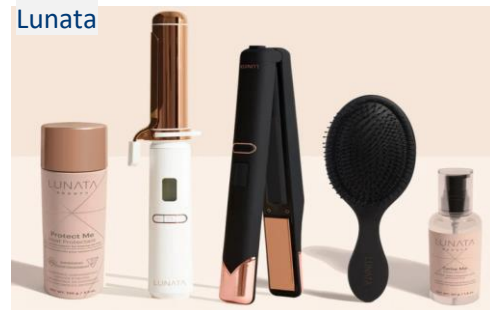
VISIT OUR
WEBSITE
BEAUTY-TO-RETAIL.COM
TO DISCOVER
EACH BRAND

BEAUTY TO RETAIL WITH ITS DIVERSIFIED PORTFOLIO IS AN ANSWER FOR RETAILERS LOOKING FOR NEW CATEGORIES

HAIR CARE



BEAUTY
ACCESSOIRES



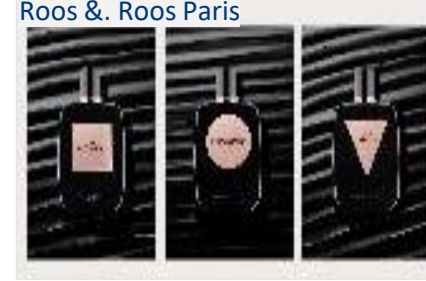
SKINCARE
LIFESTYLE



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BEAUTY TO RETAIL WITH ITS DIVERSIFIED PORTFOLIO IS AN ANSWER FOR RETAILERS LOOKING FOR NEW RELAY OF GROWTH

PREMIUM NICHE
FRAGRANCES



ACCESSIBLE NICHE
FRAGRANCES



CELEBRITIES &
DESIGNERS
FRAGRANCES



NUTRI
COSMETICS



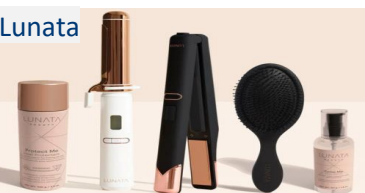
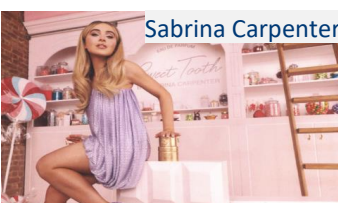
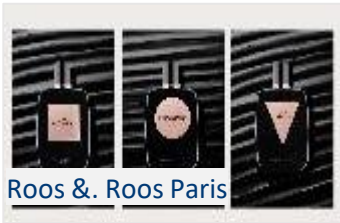
MAKE-UP
BEAUTY TO RETAIL
Consulting



VISIT OUR
WEBSITE
[BEAUTY-TO-RETAIL.COM](https://beauty-to-retail.com)
TO DISCOVER
EACH BRAND

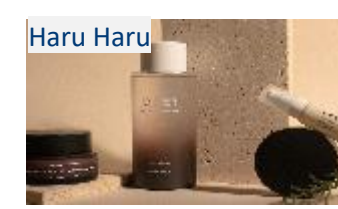
BRAND OFFER ACCROSS KEY CONSUMER TARGETS

AVERAGE BASKET 90 €



MILLENIALS

FORTIES



AVERAGE BASKET 30 €

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 / MY CHEMIST
VITA
THE PERFUME SHOP
WOJOOH / FACES
LIVERPOOL
PRIMOR
NOSE

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
MY ORIGINES
ALL BEAUTY
BEING CONTENT
YOUNIQUE
GET THE GLOSS
NOTINO
QVC
USHOPAL
LOOK FANTASTIC
ASOS / ZALANDO
JOLIMO

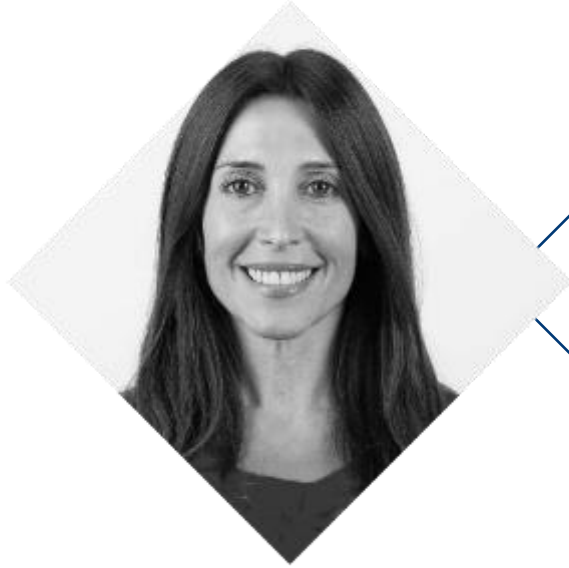
DISTRIBUTORS

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 / NEW FLAG
BES / DERMOPHARMA / HJD
RIVE GAUCHE / KURS L'ETOILE
SARANTIS GREECE / PANOS
PHOENIX UK / CSA UK

DRUGSTORES

WATSONS EUROPE
SUPERDRUG
BOOTS
LOYDS
SUNSTORE
JEAN COUTU
SHOPPERS DRUGMART
TIGOTA
FAMILYPRIX / UNIPRIX
GALENICA
OLIVE YOUNG KOREA
PARASHOP / MONGE
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

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-UK & GLOBAL TR

BEAUTY-TO-RETAIL.COM

26 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



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

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)



ENRICO BALDASSARRI

CONSULTANT AFRICA

AVG-ACCELERATEDVALUE.COM

Experienced C- Suit Executive with an extensive, successful, international practice gained in many Business Sectors and Categories and across different Countries/Continents.
Over 3 decades in global Businesses and Brands Success Development.
Expert in Merger & Acquisitions, Incubation, Turnaround and Business Transformation.
African Market intelligence and access.



THIERRY PINON

CONSULTANT PHARMACY FRANCE

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

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.

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



HERVÉ BOUVIER
GLOBAL BRAND STRATEGY
BEAUTY-TO-RETAIL.COM

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



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
VEBLEN-INT.COM

Partner of VEBLEN INTERNATIONAL Search
Global Expertise in Executive Search, Interim and Talent Management.
Beauty specialist and differentiated by the depth and width of our
international network 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.

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

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, Casteljacob.
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

DOMESTIC & TRAVEL RETAIL MARKET TRADE SHOWS 2023



TAX FREE & AGENTS EXHIBITION SHOWROOMS

TFWA



TAX FREE & AGENT ASIAPACIFIC TRADE SHOW



TAX FREE & AGENT WORLDWIDE TRADE SHOW

TAX FREE WORLD EXHIBITION CANNES SHOWROOMS

TFWA



PRIVATE SHOWROOM APARTMENT MODEL

2023 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

C.E.O AND FOUNDER

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nicolaspiquereau@beauty-to-retail.com

Beauty-to-retail.com



BEAUTY TO RETAIL

Consulting

Société de conseil inscrite au RCS de Nanterre - France

SARL au capital de 10000 € RCS 832 357 487

Code APE 4645Z