



BEAUTY TO RETAIL

Consulting

# MISSION 2025

## A NEW LINK BETWEEN EMERGING BRANDS & WINNING RETAILERS

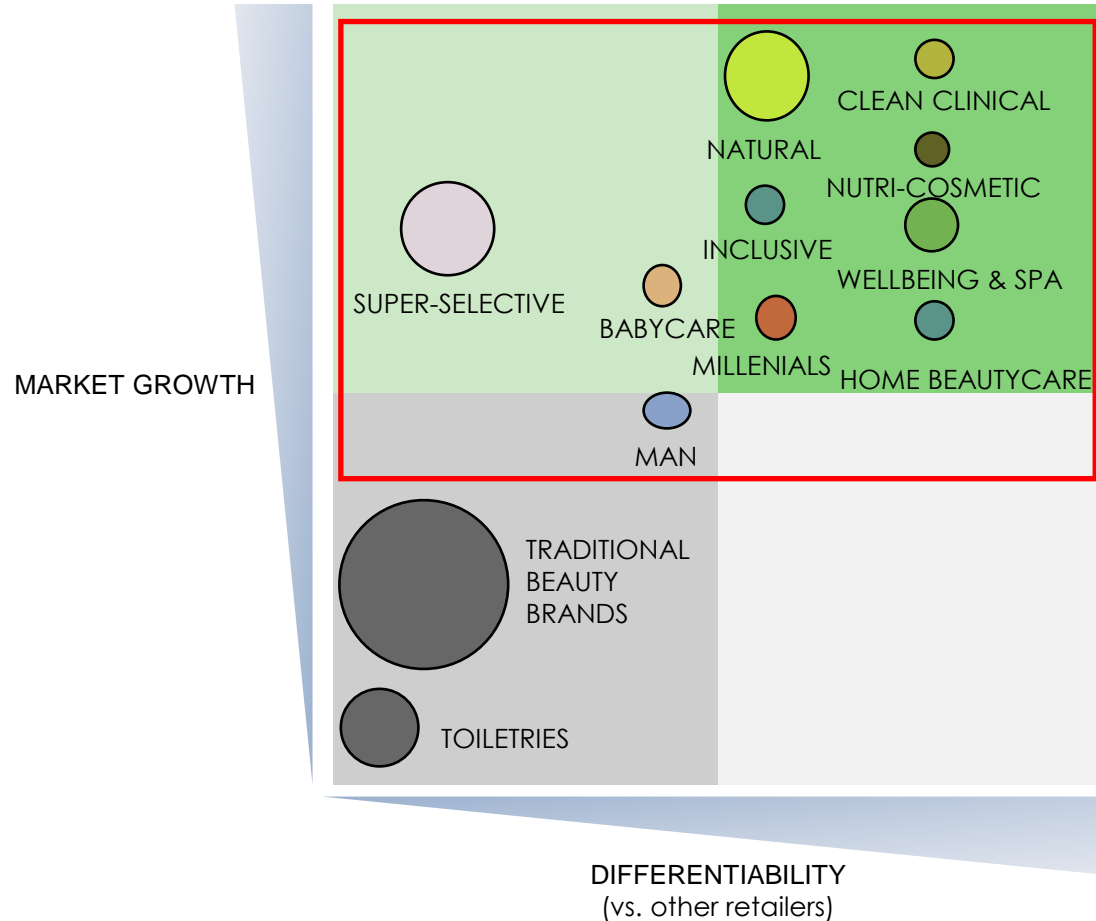
### FOR RETAILERS :

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** : Orlane, Bakel, Aspinal, Clinique Laprairie, Cataliya, Maison Maissa, Parfums Lesquendieu, Parfums Zavyla
- ◆ **CLEAN CLINICAL** : Bioderma, Esthederm, Vigneul Cosmetics
- ◆ **MILLENNIALS** : Sinoz, Odass, Genyum, Zavyla, Helen Mints
- ◆ **NATURAL** : Skin Regimen, Ocean Heritage, Formulae Prescott.
- ◆ **WELL BEING** : Minus 417, YouGlam, Natura, FridayBay, Ahava
- ◆ **INCLUSIVE** : Sisters republic, Lord & Berry, Zavyla.
- ◆ **NUTRI-COSMETICS** : Clinique LaPrairie, Myriam K.
- ◆ **MAN** : Skin regimen, Mints, Alexandre J, David Jourquin
- ◆ **HAIRCARE & ACCESSOIRES** : Acca Kappa, MyriamK, Rosebaie.
- ◆ **HOME BEAUTY CARE** : Ana Paghera

● = 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 LOOKING FOR NEW RELAY OF GROWTH

PREMIUM NICHE  
FRAGRANCES  
BRANDS

Maison Cataliya



Zavyla



Aspinal



ACCESSIBLE  
DERMOCOSMETICS  
BRANDS

Sinoz Cosmetics



Bioderma



Esthederm



LIFESTYLE &  
WELLNESS  
BRANDS

Genyum



Lord&Berry



Minus 417



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 NEW CONSUMER DEMAND

## HAIR CARE BRANDS



## PREMIUM SKINCARE BRANDS



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

## CLEAN CLINICAL SKINCARE BRANDS



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

## PERFUMERIE CHAINS

SEPHORA EUROPE  
MARIONNAUD EUROPE  
DOUGLAS EUROPE  
PIEPER GERMANY  
BEAUTY SUCCESS FRANCE  
PASSION BEAUTE FRANCE  
ULTA USA  
BLUE MERCURY USA  
KICKS SCANDINAVIA  
MATAS SCANDINAVIA  
LIMONI ITALY  
ICI PARIS XL BENELUX  
APRIL BENELUX  
L'ETOILE RUSSIA  
GOLDEN APPLE RUSSIA  
RIVE GAUCHE RUSSIA  
SPACE N K UK USA  
MECCA / MY CHEMIST  
WATSON GROUP  
THE PERFUME SHOP  
WOJOOH / FACES  
LIVERPOOL  
PRIMOR  
AVERSI  
APRIL BENELUX

## TRAVEL RETAIL

AVOLTA GLOBAL  
HEINEMANN  
LAGARDERE TR  
SHILLA  
LOTTE  
SHINSEAGAE  
HUNDAY  
DFS  
DFA  
AER RIANTA  
DUBAI DUTY FREE  
KAPPE  
KING POWER  
EVVERICH  
RICHARDSON  
IDF  
CDFG  
SUNRISE  
SCORPIO  
DFP  
DIMENSI / ERAWAN  
3SIXTY  
QATAR DUTY FREE  
HARDING RETAIL  
HANSE DISTRIBUTION

## DEPARTMENT STORES

GALERIE LAFAYETTE  
PRINTEMPS  
BON MARCHE  
LA SAMARITAINE  
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  
KDW Germany

## E-RETAILERS

KALISTA  
BEAUTE PRIVEE  
VEEPEE  
BIRCHBOX  
CULT BEAUTY  
VERIZA  
MAKEUP  
BEAUTY BAY  
NICHE BEAUTY  
ESCENTUAL  
LOVE LULA  
MY ORIGINES  
ALL BEAUTY  
BEING CONTENT  
YOUNIQUE  
GET THE GLOSS  
NOTINO  
USHOPAL  
LOOK FANTASTIC  
BAZARCHIC  
JOLIMOI  
COCOONCENTER  
OUNASS  
MATAS  
REVOLVE

## DISTRIBUTORS

BLUEBELL KOREA/JAPAN/HK/TW  
LUXASIA ASIA  
ETERNAL HONG KONG  
TRIMEX / NICHE AUSTRALIA  
CHALHOUB / AL TAYER  
APOTHECA MIDDLE EAST  
DIPARLUX/ ORBICO  
EOLYS BEAUTE FRANCE  
KGA / GLORIOUS BRANDS UK  
ATOUT GERMANY / NEW FLAG  
OMNIA / SIRPEA  
PRESTILUX / ACI CANADA  
REBA / ESSENCE LATIN AMERICA  
BEAUTY CONCEPT INDIA  
SAETHER SCANDINAVIA  
ISOLEE / PYD / COPA SPAIN  
CARE COSMETICS /  
KRAMFABRIKEN / NEW FLAG  
DERMOPHARMA / HJD  
RIVE GAUCHE / KURS L'ETOILE  
GOLDENAPPLE RUSSIA  
SARANTIS / KONTOSSI GREECE  
PHOENIX UK / VIDAL UK  
AVERSI GEORGIA  
THEBEAUTYHUB LATAM

## DRUGSTORES

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

# RETAILERS & DISTRIBUTORS LISTING RECORDS

## RETAILERS

**DOUGLAS EUROPE** : ROC, FLORENCE BY MILLS, ZILLI, CHIARO, SEPAI, NABILLA BEAUTY, PAX, STILA, VIREVOLTE PARFUMS, PURALITY, GOOD PARFUMS, ROSEBAIE, DERMATHERM, COSMONATUREL, SKIN REGIMEN

**NOCIBE FRANCE** : FLORENCE BY MILLS, VIREVOLTE, ARCHIMAN, PURALITY, GOOD PARFUMS, ROSEBAIE, TIL

**SEPHORA EUROPE & SEPHORA ASIA** : BY TERRY, BON PARFUMEUR, MERCI HANDY

**BEAUTY SUCCESS** : TIL, NABILLA BEAUTY, OKAIA PARFUMS, QIRINESS

**GALERIES LAFAYETTE** : HOLIDERMIE, MYRIAM K

**PRINTEMPS** : EREVAN

**OH MY CREAM** : DERMALOGICA

**SHOPPERS CANADA** : LUNATA BEAUTY

**MARIONNAUD France** : IDC, LASHILE BEAUTY

**NICHEBEAUTY.COM** : HOLIDERMIE

**SCARLETBEAUTY.COM** : PAX, ALGOLOGY, BELLE RADIANCE

**LOOKFANTASTIC.COM** : HOLIDERMIE, D'ORSAY

**AVOLTA Travel retail Europe and Americas**: SKYNICELAND, DERMALOGICA, REN, LIVING PROOF, MURAD

**MATAS DANEMARK** : ROSEBAIE

**DFS LA SAMARITAINE** : DERMALOGICA, REN, LIVING PROOF

**DFS ASIA** : ARGENTUM APHOTECARY

**HEINEMANN Travel retail Europe**: MURAD, REN

**LAGARDERE Travel retail Europe** : AVENE, FURTERER, REN, DERMALOGICA, 100BON, CERRUTI PARFUMS

**PRIMOR SPAIN** : KYLIE MINOGUE PARFUMS

**LOTTE Korea** : TATCHA, QIRINESS, JACADI

**AER RIANTA Ireland** : REN, MURAD, DERMALOGICA

## DISTRIBUTORS

**UPSELL France** : ROC

**CARE COSMETICS Benelux** : ROC, CLINIQUE LAPRAIRIE

**ATOUT Germany** : BY TERRY, HOLIDERMIE, D'ORSAY

**ORBICO Eastern countries** : SCENT BEAUTY FRAGRANCE , ROSEBAIE

**DERMOPHARMA Suisse** : LASHILE BEAUTY , ROSEBAIE HAIRCARE

**SARANTIS Greece** : BELLE RADIANCE, SCENT BEAUTY FRAGRANCE GROUP

**PANOS Greece** : LASHILE BEAUTY, ROSEBAIE HAIRCARE, JACADI, POUPINA, QIRINESS

**LLC Italy** : ROC

**ISOLEE Spain & Portugal** : HOLIDERMIE, D'ORSAY

**PERRIGO Spain** : ROC

**GLORIOUS Brands UK & Ireland** : STILA, SCENT BEAUTY FRAGRANCE, FORMULAE PRESCOTT

**B&F Korea**: MURAD, DERMALOGICA

**BLUEBELL Korea** : TATCHA

**USHOPAL China** : ROOS & ROSS, BY TERRY, ARGENTUM

**KURS L'ETOILE Russia** : FLORENCE BY MILLS, SCENT BEAUTY FRAGRANCE GROUP, ROSEBAIE

**RIVE GAUCHE Russia** : HOLIDERMIE

**ACI Canada** : ROC, STILA

**GERCEK Turkey** : ROC

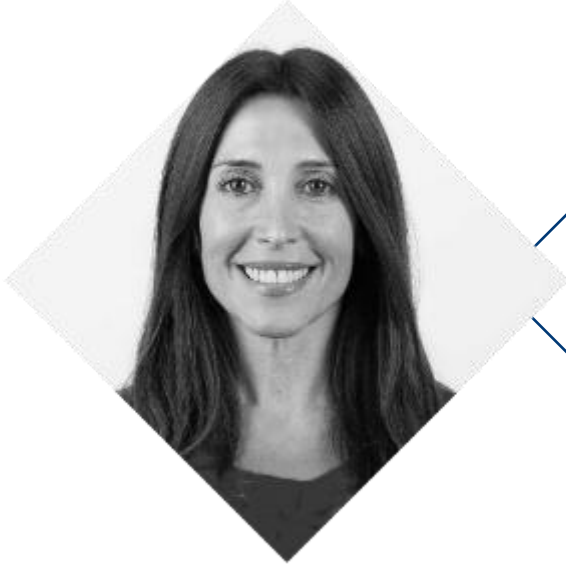
**NEW FLAG Europe** : FLORENCE BY MILLS

**LUXASIA ASIA PACIFIC** : BY TERRY

**DISPAR ITALIE** : BY TERRY

**SIRPEA ITALIE**: ARGENTUM APOTHECARY, SCENT BEAUTY FRAGRANCE GROUP

# GLOBAL COMMERCIAL EXPERTISE WITHIN ALL CHANNELS OF DISTRIBUTION IN SELECTIVE



MELINA BOSCHELLI

CONSULTANT AMERICAS

[ALCHEMYAMERICAS.COM](http://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](http://BEAUTY-TO-RETAIL.COM)

28 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](mailto: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**  
**MILE END 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



**CAROLINE VILLA**  
**PARTNER**  
**TALENT CONSULTING**

Executive Search & HR Consulting  
Expertise in Beauty, Fashion, Retail / Luxury  
Locations: London, Paris, Madrid, Hong Kong & Singapore  
Former marketing & digital Senior Executive at Ralph Lauren & Net-a-Porter, in London  
Former consultant at McKinsey & Co, in Paris



**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



**CHLOE MANCONE**  
**DESIGN CONSULTANT**  
**PARISCALLING.COM**

CONSULTING AGENCY IN 360° STRATEGY AND DESIGN  
Branding, concept and storytelling  
Graphic and volume design  
(product, limited edition and coffrets)  
Retail design  
360 activation (assets production)  
Eco innovation : studies / analysis / LCA

# 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**  
**HEAD OF GLOBAL BEAUTY RECRUITMENT**  
**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

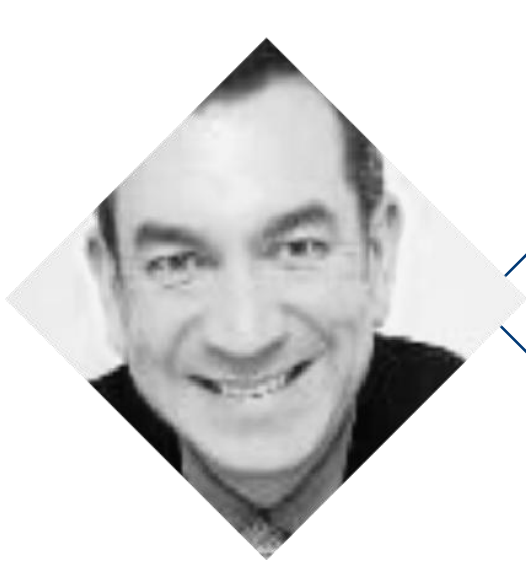


**ALEXANDRE ESPAGNOL**  
**LUXURY BARTER STRATEGY**  
**APYDIL.COM**

APIDYL is a distributor for cosmetics brands focusing on online  
and offline business opportunities, based in Paris and  
operating across EU / UK / USA and Travel retail market.  
APIDYL has developed a true expertise in turning products  
(phase out, close out and current collections) into business  
opportunities online for great customer reach.



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



**HERVÉ BOUVIER**  
**GLOBAL E-STRATEGY**  
**BEAUTY-TO-RETAIL.COM**

Global brand building and international business development expertise via L'Oreal and ELC. 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.



**DANIEL CHASTENET**  
**HR CONSULTANT**  
**BETHE1.COM**

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



**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

# DOMESTIC & TRAVEL RETAIL MARKET TRADE SHOWS 2025



# 2025 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 / TFWE Cannes / Cosmoprof Bologna / Exsense Milano / Beauty World Dubai / Pharmagora Paris / Cosmofarma Milano)
- ◆ 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

Consulting

Société de conseil inscrite au RCS de Nanterre - France

SARL au capital de 10000 € RCS 832 357 487

Code APE 4645Z