



BEAUTY TO RETAIL

Consulting

MISSION 2025

A NEW LINK BETWEEN EMERGING BRANDS & WINNING RETAILERS

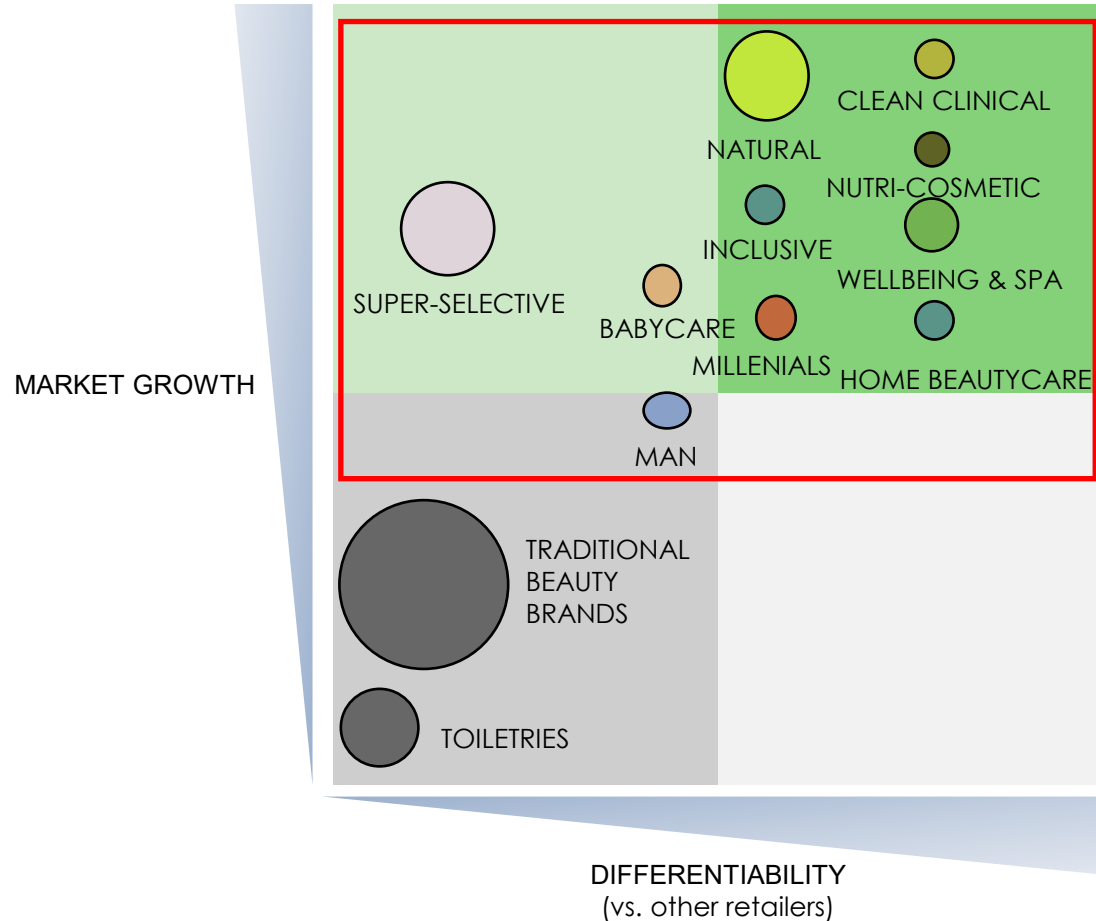
FOR RETAILERS :

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

$\bullet$ = 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 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
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](https://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

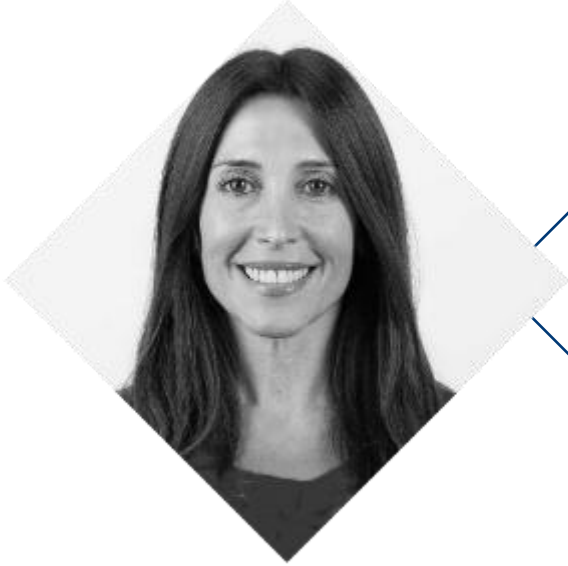
NEW FLAG Europe : FLORENCE BY MILLS

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 LATIN 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

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

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.



CHRISTOPHE BEGUEL
CONSULTANT NORTH AMERICA
CBGL INC

With over fifteen years of hands-on experience supporting retail roll-outs for luxury brands like Lancôme, Sisley, TAG Heuer, and Cartier, Christophe witnessed firsthand how the beauty retail ecosystem was transforming—e-commerce rising, specialty stores gaining influence, and traditional department stores consolidating.
A dedicated agency where indie beauty brands receive the expertise typically reserved for global conglomerates, tailored specifically to their unique needs and challenges.

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



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.



BORIS DUHAMEL
STORE DESIGN LIGHTNING STUDIO
<http://www.baselinehk.com/>

Best in class design & consultancy agency including architectural lighting solutions provider listed
with blue chips clients and bespoke decorative lighting.
Based in HK with various prestigious brands clients.



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 HR, E-LEARNING + TRAINING SOLUTIONS



LAURENCE OUAKNINE
TRAINING & E-LEARNING
SHTRIVE.COM

Sthrive is a cloud-based platform designed for Retail.
STHRIVE seamlessly combines productivity tools with a strong community support system,
providing a comprehensive solution for retail workforce empowerment.
We break down the barriers of high costs and skill requirements,
enabling retailers to invest in their employees without constraints
With STHRIVE, retailers can effectively scale talent development efforts,



DANIEL CHASTENET
HR CONSULTANT
BETHE1.COM

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



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

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



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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