

beauty

Gucci's Giannini Shows Her Colors

By CYNTHIA MARTENS

MILAN — Gucci has a new accessories line, and it doesn't involve bags or shoes: the Gucci Cosmetics range, set to bow internationally in September, offers eye, face, lip, nail and skin preparation products that echo its fashion. Produced under a long-standing licensing deal with P&G Prestige, the cosmetics range will be fronted by Charlotte Casiraghi in an advertising campaign in print, on TV and across the Web.

In a phone interview, Gucci creative director Frida Giannini said while the project officially began four years ago, "the idea emerged much earlier — I've always wanted to do a cosmetics line for Gucci."

"I feel good, and confident: I'm very satisfied with the final result that we were able to achieve, to perfection....As a woman, of course I tried absolutely every product and color we made," she said, adding she was "obsessed" with finding the right palette, a feat she achieved by scouring the nearly century-old fashion house's archives and mood boards for inspiration, as well as photos of style icons such as Lauren Hutton, Jerry Hall, Jane Birkin and Veruschka. Makeup artist Pat McGrath also provided valuable input, Giannini noted.

"Makeup is part of the holistic brand universe for luxury fashion brands and is a natural next step for Gucci," said P&G Prestige president Joanne Crewes. She added that for Gucci, "the foundation has been laid for a broader beauty offering. Consumers love [the brand]. Since P&G started partnering with Gucci in 2005, sales from the license have more than doubled. This growth has been purely organic." Crewes also noted that from 2010 through 2013, Gucci fragrances had seen double-digit growth, and that since "fragrances and makeup have a symbiotic relationship, we will be able to increase our visibility and improve product experience" in stores.



Frida Giannini

PHOTO BY SAKIS LAJAS

The Gucci Cosmetics line aims to win over die-hard Gucci fans and new consumers with its high-tech, high-performance products, such as an impact long-wear eye pencil that defines the lash line and, once smudged, will set and last, and a triangular bristled brush for more precise nail polish application. A set of eight natural hairbrushes will also be available. Prices will run from \$29 for a nail lacquer to \$65 for an eye shadow quad, and the skin preparation line will retail for between \$49 and \$69.

Products aside, Gucci focused intently on packaging, both in terms of aesthetics and sustainability. With Art Deco-era bottles as a reference point, Giannini said she wanted to "create a precious object that you would be proud to pull out of your bag" — hence, the black and gold cases with the interlocking GG logo — and Crewes noted external packaging is Forest Stewardship Council certified and made of 100 percent recycled paper. Practicality was another concern: if women toss the compacts into their bags, magnets will prevent these from being coated in powder. The goal, Giannini said, was to "look for things that were missing from the market, or to improve products that were already there."

Distribution will strike a balance between luxury and exclusivity, said Crewes, citing gucci.com, key Gucci flagships and "top department stores in the world's most renowned luxury capitals such as New York, London, Dubai and Hong Kong." She declined to discuss sales figures, but industry sources estimated Gucci Cosmetics could earn \$15 million wholesale in the first year.

Shot by Mert Alas and Marcus Piggott for print and Fabien Baron for video and digital, the ad campaign portrays a glamorous Casiraghi, who has long been a Gucci brand ambassador, in "stolen moments," when she is applying her makeup and preparing to face the world.

"The moment when we put on makeup is very intimate," Giannini noted. "It's just you and your beauty tools, facing the mirror."

Sandow Creates Beauty's New Matchmaker

By JULIE NAUGHTON

IF ENTREPRENEUR Adam Sandow has his way, new Web site BeautyDNA.com, launching to the public in early June, will become the Netflix of beauty.

"BeautyDNA is a game changer in that it will evolve how women discover beauty products," said Sandow, chief executive officer of the company that bears his name, which also counts retailer Fred Segal and magazine NewBeauty in its portfolio. "It's similar to Netflix with movies and Pandora, which matches listeners to the right songs and artists for them. BeautyDNA is a beauty matchmaker, connecting consumers and brands like never before. It will empower women so that they aren't making the same beauty mistakes time and time again. Imagine a warehouse full of thousands of products, it's completely overwhelming. One person comes and hands you the perfect product for you from that warehouse — that is BeautyDNA."

"Launching an online service matching women with the right products was a natural evolution for our company," added Yolanda Yoh Bucher, chief creative officer of Sandow. "When we looked at Pandora, Netflix and online dating sites that use sophisticated algorithms to match people with music, movies and mates, we thought, 'Why not create something that powerful for beauty?'"

The key to BeautyDNA's ability to match its customers with products lies in its proprietary, detailed survey process, Sandow explained. From specific beauty concerns to scents to key ingredients a member prefers or dislikes, BeautyDNA's survey addresses every preference that

goes into product selection. Members are also provided with detailed diagrams and descriptions throughout the survey to ensure they understand the questions posed throughout the process. "What they don't want is just as important, whether it be they don't want certain ingredients like sulfates or parabens or they don't like certain fragrances," Sandow said. "They will never get a product which contains something they've stated they don't like."

Consumers pay \$25 per month for the service, which includes shipping, handling, one full-size product (occasionally, the brand will throw in a second as a freebie) and a customized beauty report that explains how exactly the product matches up with the user's personal beauty profile. The profile also includes information about the product's key benefits, directions for use, suggested retail price and retail channels where it can be purchased.

Sandow noted that the assortment of products include mass, prestige and dermat brands, mirroring the way most women shop. Brands include Ahava, Dr. Brandt, MoroccanOil, Natura Bisse, Skinceuticals and Orlane Paris. As of the end of April, 20 brands were already in the system, and more are coming.

Sandow spent two years developing BeautyDNA, first working with a team of chemists, dermatologists, beauty editors and algorithm experts, including spending a year working with a Wall Street algorithm whiz, Farshid Tafazzoli, to create the methodology that forms the base of BeautyDNA's system. The company has been quietly beta-testing the concept over the last few weeks. While Sandow executives declined comment on revenues, industry sources estimated that the site could generate \$25 million in its first year on counter.



A sample beauty report.

Killer Queen's
Royal Revolution.



PHOTO BY GEORGE CHINSEE

New Revolution For Katy Perry

By NINA JONES

LONDON — Katy Perry is tapping into a rebellious mood for her latest fragrance with Coty Inc. called Killer Queen's Royal Revolution. The fragrance, which will begin to hit counters in July, is lighter and "a bit more spirited," than Killer Queen, Perry's first launch with Coty, said Marsha Brooks, global marketing vice president of Coty Beauty Fragrances.

"This fragrance is about female empowerment and breaking the rules," said Brooks. "[It's] very much what Katy is all about." She said that the fragrance is targeted at Perry's swath of fans, who Brooks said can range from "14 years old to 30 years old," she said.

And Brooks noted that, in keeping with Perry's continually evolving musical output and stage persona, the singer "challenged" the company to find olfactory elements that would make the fragrance unique. "Katy never wants to repeat herself, and she really wants to do things differently," said Brooks. So together with Pierre Negrin of Firmenich, Coty created a fragrance that incorporates blackthorn, a flower with roots in the rose family that blooms as a white flower on an ebony bark, which Brooks noted "was known in the dark ages for having magical powers." "We thought it was really...unexpected," said Brooks.

The juice combines top notes of pink freesia and pomegranate, a heart of sandalwood, orange flower and jasmine petals, and a drydown of blackthorn, skin musk and vanilla orchid. Coty characterizes the fragrance as an irresistible floral.

The Royal Revolution facon is fashioned in the same jewel-shaped design as Killer Queen, which launched last year, but this time it's been done in a graduated shade of teal blue, with a gunmetal colored cap that's topped with the crest Coty has created for Perry. The outer packaging consists of a teal blue box with a silver filigree design, inspired by the engravings on regal swords.

The range comprises eaux de parfum in four sizes — 15 ml. for \$29, 30 ml. for \$39, 50 ml. for \$49 and 100 ml. for \$59. There is also a 200-ml. body lotion for \$25, and a 200-ml. shower gel for \$25. Globally, Royal Revolution will be sold through 20,000 department stores and perfumers. A sampling campaign will include Liqua Touch samples and scented strips.

Tim Walker, who photographed the original Killer Queen ads, has shot the print advertising for Royal Revolution, with creative direction by Trey Laird of Laird + Partners, and the ads will begin to break in the July issues of fashion and beauty titles globally. The television commercial, also airing from July, will be the existing Killer Queen spot shot directed by Jonas Akerlund, with a Royal Revolution tag line.

And to speak directly to Perry's social media savvy fans, there will also be an animated video to promote Royal Revolution's released on social networks, which will feature Perry in her own "heroic adventure," Brooks said. Perry is set to post the video on her Facebook page in July. In addition, Coty is a sponsor of Perry's current Prismatic World Tour.

Although Coty executives declined to discuss sales projections, industry sources estimate that the firm is aiming for a first-year sales target of \$50 million globally in retail sales.