



Jil Sander's viscose knit dress and leather belt.

Hair Goes Big

Prestige hair care is booming as consumers focus not only on their skin, but on the top of their head, too. For more, see pages 8 to 10.

PLUS: Benefit's latest influencer project and WWD China launches Beauty Inc.

PHOTOGRAPH BY CHRIS MIGGELS • STYLED BY ALEX BADIA • HAIR BY AKIHISA YAMAGUCHI

Beauty Bulletin

Kanae Yagi,
master nail artist.



Vanity Projects to Launch Online Training Program for Nail Artists

● **Vanity Projects is launching** an online training program geared toward nail artists looking to hone their skills.

In April, the salon chain will open enrollment for the Vanity Projects Institute, taught by master nail artist Kanae Yagi, who holds a certification from the Japanese Nailist Association. The online program bows with two course offerings meant to teach students the intricacies of working with Japanese potted gel – a go-to for nail artists as it is typically more durable (and less chip-able) than regular nail polish.

Both course offerings take seven days to complete and are offered via Canvas in 33 languages. Tuition for the beginner level starts at \$380, and no prior experience is required. Intermediate level requires prior experience and is priced at \$500. Students are encouraged to purchase a separate kit containing tools for either course. A nail technician's license is not required for either.

“Throughout the United States and internationally, nail techs usually make \$20,000 or \$30,000 a year,” said Rita Pinto, a former art curator who founded Vanity Projects as a pop-up in 2008. “What we’ve

done in the last 10 years is we’ve professionalized the nail salon business. My artists are making \$100,000 a year. I’m also very generous, but I feel strongly that you have to pay talent. When they’re paid, they produce better for you.”

Pinto said her nail artists typically make 40 percent to 45 percent gross commission. She also pays medical benefits, she said.

Vanity Projects has locations in Miami’s Design District and in the Lower East Side neighborhood of New York City’s Manhattan. After closing both salons due to the COVID-19 pandemic, Pinto reopened Miami – “we’re socially distant” – and has reopened New York City at half capacity.

“Even at 50 percent, it’s cold, it’s snowing, it’s this, people are gone,” Pinto said of the New York location. “People don’t want to go anywhere after six o’clock at night anymore.”

“The salon in New York has been really brutal,” she continued. “I think I lost about \$350,000 last year.”

WWD previously reported on how the pandemic has left salon workers and independent nail technicians jobless. With salons reopening at limited capacity, and technicians once again taking clients, some customers are still hesitant to



Vanity Projects' online training program is meant to help nail artists hone their skills.

meet in person, deeming nail art nonessential.

Vanity Projects Institute, Pinto said, is geared toward both professional nail artists and hobbyists alike.

“Right now with COVID-19, people are deciding to change their career path, they’re deciding to go with something that makes them feel like they’re inspired again,” she said.

“We’re doing a lot of messaging around ‘professionalizing your creativity’ or ‘making what you are passionate about your life.’”

—Alexa Tietjen

WWD China Launches Beauty Inc

Veteran editor Helena Hu will oversee the expansion of WWD China into beauty.

BY JENNY B. FINE



Helena Hu is overseeing WWD China's beauty efforts.

WWD CHINA IS ramping up its business-to-business coverage with the launch of Beauty Inc, and has appointed veteran editor Helena Hu to oversee its efforts.

With over 20 years of experience in beauty in China, Hu is widely considered the country’s most senior editor in the category. She was most recently deputy editor in chief, beauty editor in chief and beauty director of SuperElle, and founded the Elle Beauty Star awards in 2009.

“WWD China’s launch of Beauty Inc will bring unique international industry media insight to fill the vacancy of Chinese beauty professional media,” said Hu. “The Chinese version of Beauty Inc will also be a bridge linking the beauty market at home and abroad, introducing international insight to the Chinese market and allowing more people outside China to understand C-Beauty.”

In her new role, Hu and her team will cover the explosion of the beauty business in China, where she estimated 800 brands are slated to enter the market this year alone.

“China’s beauty market, media environment and beauty consumption have changed profoundly in the last 20 years,” Hu said. “High conversion rates and impressive results from livestreaming sales is what everyone is looking for. From magazines, newspapers and TV programs to microblogs, WeChat, short videos, e-commerce platforms, live broadcasts and other forms, China’s digital environment and beauty market have become independent and unique ecosystems different from any region in the world.”

Creating, Consciously

Givaudan embraces its purpose of creating happier, healthier lives with love for nature through its Naturality Platform™.

“At Givaudan, we have immense love and respect for nature. We touch the lives of many individuals and communities every day, and respect for people and the planet is at our core; it defines why we do what we do,” said Emily Bond, Head of Fine Fragrance, North America at Givaudan. “We ensure that our raw materials are sourced in a way that’s mindful of people and the environment, and significantly contributes to reducing the footprint of the products we manufacture.”

With Givaudan at the forefront of innovation and trend-spotting when it comes to natural ingredients and sustainability, the wellness category as a whole has undoubtedly experienced exponential growth in the last year – which was only amplified amid COVID by consumers increasing consciousness about what goes inside and outside their bodies which shoppers are thinking about in many different ways.

“For some, it’s about ‘free from,’ like phthalates for example,” Bond told WWD. “For others, it can mean leaving behind a clean planet, thereby biodegradable, and so on. Determining the right type of formulation with the right claim for each of our clients in order to satisfy their consumer’s needs.”

Further, Adriana Medina, Vice President Perfumer at Givaudan, recognizes differing areas of focus within the naturals space from one client to another, and is helping brands design in ways that are important to them.

This is Naturality

In part, Givaudan’s Naturality Platform™ was created to address the end consumer’s needs with a series of tools that help partners navigate specific areas where they can create a path that is reflective of its brand purpose, positioning, and goals.

“The Givaudan Naturality Platform™ embraces the consumer aspiration for fragrances designed with a conscious, authentic, and responsible approach,” said Bond. “We are defining new and holistic ways to create responsible fragrances that correspond to our company’s purpose of creating with love for nature.”

Further, Medina said, “at Givaudan, we’ve been able to customize a framework or internal coding system – almost like our own Givaudan language through our Naturality Guide™ that recognizes these varying consumer priorities within the spectrum of naturality. Internally, we’re able to classify degrees through various regulatory standards which allow us to accurately communicate with clients and meet their objectives.” The vast platform allows perfumers to continue designing fragrances, capture consumer emotions and create long term success while formulating — delivering fragrances with a positive, lasting impact on the environment and consumer.

One area of Givaudan’s platform



Adriana Medina,
Vice President
Perfumer at Givaudan



Emily Bond,
Head of Fine
Fragrance,
North America
at Givaudan

includes a robust series of consumer study programs that serve to inform its partners and identify consumer expectations in the shift towards responsible products. Within Givaudan’s consumer research, the company has found not only the importance of using certain ingredients, but also how mimicking the smell of nature can have a great impact on a person’s wellbeing.

With love for fragrance

To love fragrance, is to love nature, according to Givaudan. Fragrance is, after all, a reflection of nature itself.

Yet with a growing demand for ‘natural’ or ‘clean’ scents, Givaudan truly aims to protect our planet, support the communities that grow ingredients, such as sandalwood or ylang ylang, and never deplete an ingredient source. “We are investing now for the future with biotech initiatives. Creating new molecules as viable alternatives to ingredients sourced from fragile or depleting eco-systems,” said Bond.

Givaudan’s love for nature is met with their science-driven approach to solving serious environmental concerns. “We felt it was necessary to foster the connection between fragrance and well-being through scientific evidence,” said Medina.

As part of Givaudan’s sustainability approach, the company also practices upcycling, making use of resources, and actively reducing the impact on the environment. The creative reuse transforms co-products, waste materials, and useless or unwanted products into new materials or products of better quality and environmental value.

“This is where the future is headed and [Givaudan] is prepared for it.”

Emily Bond,
Head of Fine Fragrance,
North America at
Givaudan

Put simply, what others might discard as waste, Givaudan views the forgotten material as an opportunity to create something beautiful.

In her role, Medina is fully tapped into the consumers’ thoughts and needs, formulating fragrances with purposeful creation in mind. “Consumers are exploring new forces in wellness, looking for truth, innovative technologies, and solutions,” said Medina. “According to ASD MarketWatch, 92 percent of consumers believe self-care practices have an impact on overall well-being. People of all ages believe self-care is an important part of making healthier lifestyle choices.”

Moreover, Bond said, as studies continue to confirm that younger, ingredient-savvy consumers are prioritizing products that promise sustainable ingredients, “this is where the future is headed and [Givaudan] is prepared for it.”

Creating for a better future

It’s safe to say that the pandemic has created numerous behavioral changes across all industries, and Bond applauds consumers for taking on a greater sense of purpose with a greater focus on overall wellbeing, including sustainability. “They are more family-centric and concerned about the environment and their health, physically and spiritually. As they explore new forces in wellness, they are looking for transparency and efficacy in products that deliver holistic wellbeing benefits. This is not something that began during the pandemic but it has certainly been accelerated.”

Notably, Medina told WWD, “Givaudan has always been a leader in the space, not only innovating and moving with the trends, but truly taking the time to frequently check-in on the mindset of the ever-growing consumer. We not only want to protect nature, but care for consumers wants and needs.”

In all endeavors, Givaudan continues to act through its purpose and a desire to make the world a happier, healthier place. “By living our purpose,” said Bond, “we will be a successful, sustainable business acting as a force for good in the world.”

Want to learn more
about Givaudan’s
Naturality?

[CLICK HERE](#)



Nita Sederholm

Targeting Acne in a New Way

When Life Gives You Lemons launches March 5 with two products created based on the needs of a 40,000-person database. BY JENNY B. FINE

NITA SEDERHOLM moved to Brooklyn, N.Y. from Finland three-and-a-half years ago with two suitcases, two cats and a dream to better understand why consumers buy what they buy. So in 2017, she started a company called Cocoon, a machine learning platform to understand what products and what product interaction works for consumers

depending on their ethnicity, age and skin condition. In a short time, the platform amassed a database of 40,000 consumers, which is capable of calculating for people what products and ingredients have the highest probability of working for them. And out of that platform has come an even bigger dream for Sederholm — to change the beauty industry by

using data-driven analytics to fill need gaps. Last February, Sederholm identified a large white space in the data set — where skin care ends and makeup begins for acne-prone skin. “I’m an acneic person, and I thought there has to be a way to figure out what works for me with the highest probability,” said Sederholm. “We noticed that women had a lot

of barrier stripping and they were covering their skin with heavy, paste-like foundations, and then they’d strip it again with a heavy cleanser and treatments that use a lot of acids. It is a vicious cycle.” Sederholm decided to tackle the issue and the result is When Life Gives You Lemons, whose name is supposed to invoke the change in attitude the entrepreneur is hoping to effect as well. Lemons launches on its own website on March 5 with two products — Hi-Function Foundation, available in 30 shades at \$39, and Oil-Balance Booster, which is said to reduce sebum with marine algae, hyaluronic acid and niacinamide and will sell for \$54. Both products can be bought as a bundle for \$78. “Everything we do is defined for acne — it’s not a byproduct or a side note,” said Sederholm. “It is going after the terrain and understanding what the consumer need looks like.” Industry sources estimate sales this year will reach \$2 million, a figure Sederholm declined to confirm. She did note, though, that she envisions building Lemons into a full-fledged brand, completely led by consumer needs. “The way that I look at our consumer is that acne is the common denominator, and whatever they need — shampoos, nutraceuticals, detergent — we will build a supply chain around, rather than thinking we can only play in a certain category because that’s what we’re set up to do.” Distribution will be entirely digital for the foreseeable future, and Sederholm will continue to mine the data for growth.

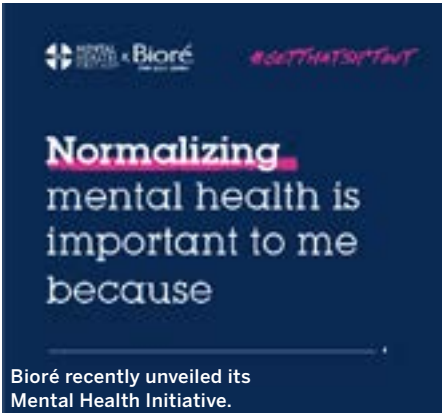
Bioré Unveils Mental Health Initiative

Bioré is the latest beauty brand to take on mental health. BY JAMES MANSO

BIORÉ IS THE LATEST beauty brand to take on mental health. The Kao-owned skin care brand has unveiled a mental health initiative, dubbed the “Get That S--t Out” campaign. The campaign includes a partnership with the National Council for Behavioral Health, and aims to educate students of at least 100 colleges on mental health first aid practices. “We found that we wanted to focus on reducing the stigma that’s associated with mental health challenges, because that can be a huge barrier as to why people don’t seek treatment,” said Leah Stone, associate director, face care at Bioré. “That stigma is something that can really influence the way that people think about mental health and the way that it shows up in everyday life.” “We are honored to work with Bioré Skincare to raise awareness

about the struggles young people face and strategies to help them,” said Chuck Ingoglia, National Council president and chief executive officer. “The pandemic has had a harmful effect on the mental wellbeing of so many people, but young people are uniquely vulnerable. If we can provide them with the skills to help those experiencing a mental health or substance use crisis, we can begin to build resilience and provide young people with the help they need now.” The campaign’s name, Stone said, stemmed from its hero pore strips. “If you think about pore strips, and some of the things that we’ve done before, it’s all about that in-your-face approach,” she said. “We talk about getting s--t out, since everything is about getting the s--t out of your pores. We wanted to take that thinking to mental health.”

The initiative has several prongs, but at its heart, it’s about reaching out to Bioré’s core consumer, Stone said. “Our consumer is that Gen Z consumer, and we know this consumer is more stressed out than any other consumer, and are more willing to talk about their mental health challenges, and at a faster rate than previous generations. Mental health and beauty are connected, and the challenges you’re experiencing outwardly can affect your mental health, too.” The multitiered program has several phases. In March, Bioré will unveil the campaign across social channels and include its team members’ own paths with mental health. In the spring, college students will be able to register for mental health first aid training, which will happen in the campaign’s third phase in the fall. Training will be held virtually, as college campus



openings will be in flux. Bioré will also provide its own team with mental health first aid training. The training teaches students how to identify signs of mental health and substance abuse issues. “It gives those students the training that they need to reach out to provide initial support to someone who might be having mental health challenges,” Stone said. “It also helps to connect them to the appropriate care. You’re not someone offering a clinical diagnosis, but you’re able to identify and then refer people,” she added.



From Left: War Paint's makeup manual; Products from Tribe Cosmetics; Brow and Beard product from MMUK; From the Boy de Chanel line.

The Rise of Makeup for Men

New brands, such as Tribe Cosmetics and Faculty, have hit the market, while more established labels like War Paint and MMUK are noting a swell in demand.

BY JENNIFER WEIL AND JAMES MANSON

A MALE MODEL ON Fendi's couture runway for spring 2021 sported vivid red lips. That same season, for Charles de Vilmorin, a guy's peepers were underlined with a swathe of makeup. While for Céline men's fall 2021 ready-to-wear presentation, male models' eyes were winged.

Men's makeup is becoming a real thing — in fashion circles, but also on the street and with new brand offerings, such as the recent launch of Tribe Cosmetics.

"Male beauty has come a long way and continues to gain a wider acceptance, more recently from the middleman market," said Livvy Houghton, senior creative researcher at The Future Laboratory, a London-based strategic foresight consultancy. "The disruption we've seen in grooming and skin care has progressed to color cosmetics. The category [cosmetics] is being stripped of its gender constraints and outdated ideals around perfection, and is instead championing a more inclusive approach, focused entirely on freedom and self-expression."

Alex Dalley, founder of the 10-year-old men's makeup brand MMUK, noted that especially over the past 18 months, "the volume of orders coming through from distributors and direct from customers is just phenomenal."

He attributed the surge to a confluence of factors, including men largely on screen due to the coronavirus wanting to look better and the rise of social media, including male beauty vloggers and men's makeup parties.

"That's just created this cult following. It's now acceptable for men to wear makeup," Dalley said.

One recent entrant on the market is Tribe Cosmetics, a direct-to-consumer brand, launched in January with two stockkeeping units of men's makeup. The Skin Fix acts as a concealer and Beard Fix can be used to fill in beards or eyebrows.

Those products, priced at \$18 and \$12, respectively, are organic, natural and cruelty-free.

Tribe Cosmetics caters to men with little knowledge of makeup or who want natural results from color cosmetics.

"We were after the user that's new to using makeup or exploring using makeup," explained Pergrin Pervez, cofounder of Tribe Cosmetics, adding the brand's products don't need brush applications. "They would want something that's simple, something they can understand really quickly."

He asserted that repackaging traditional cosmetics wouldn't sufficiently capture the male audience.

"We asked people: 'Would you use makeup for men?' and they said 'no,'" Pervez said. "When you change the questions around to ask: 'Would you use something that could cover up some blemishes or fix some skin discoloration?' the overwhelming answer was 'yes.'"

The founders see most opportunity with generations X and Z, the latter for its embrace of gender fluidity.

"Sixty-five percent of our consumers are aged 40-plus," said Matt Rodrigues, a Tribe Cosmetics cofounder.

Industry sources estimate the brand will generate \$300,000 in retail sales during its first year.

The men's makeup market remains niche overall, but it's expected to expand quickly.

Toward the end of last year, it was estimated at 1.2 billion pound, said Matt Lumb, chief executive officer of three-year-old men's makeup brand War Paint, adding the market is projected to grow about 20-times bigger over the next five years.

"What we've set out to do is just give guys a choice," he said, adding the brand keeps its offer relatively simple, with a bit more than 20 skus. Bestsellers today are the concealer,

tinted moisturizer and full product set.

For War Paint, customer demographics are split rather evenly among men aged 18 to 35, 35 to 50 and 50-plus.

"There is a global audience for these kind of products," Lumb said.

War Paint is primarily sold d-to-c but is also in brick-and-mortar stores. The U.K., the U.S., Canada, Australia and Germany are its largest markets.

The brand closed a round of seed funding of about 1.2 million pounds led by True private equity group in May 2020 to help build out the team and marketing efforts.

On March 1, War Paint released its first makeup manual.

In 2011, MMUK's debut offer was 12 products, but now it encompasses more than 100 skus, after Dalley noted consumer demand.

Top sellers include the "clear" — or neutral — options, such as brow gel or mascara.

MMUK, which has been global for just over two years, is going through product registration in Japan. Among its other geographic focuses are on launching in Dubai and China, alongside the rest of the Asia Pacific region.

In China, the men's color cosmetics market is small. In 2020, it made just 2.3 percent of total e-commerce beauty sales and 0.3 percent of overall beauty revenues there. However, the category is developing quickly. Between May and December 2020, men's makeup sales grew 75 percent versus the same prior-year period, according to Samuel Yan, an analyst at NPD China.

He said there are limited prestige men-specific offerings, causing most males to seek out mass-market items.

Forty-two percent of men's makeup sales in China came from foundations, followed by face primers and eyebrow products.

"Brands need to increase their marketing campaigns and interactions

on social media with regards to men's beauty products, to let male consumers know which product to choose and how to effectively use them," Yan said.

In MMUK's home market of the U.K., it's about to open a new warehouse and expects to sign a lease for a first brick-and-mortar location, in Brighton.

"We're using that as a kind of template flagship store before potentially going into bigger cities," Dalley said.

Other brands leading the men's market revolution include the likes of Faculty, a new grooming label launching first with colored nail polish and nail stickers, tapping into streetwear culture, said Future Laboratory's Houghton.

"The company plans to leverage idols in our culture who are already using beauty products, showing others that they can, too," she explained.

Some mavericks tried dipping into the men's makeup market decades ago, with limited success. Jean Paul Gaultier was one. He famously plunged into the category in 2003, with Le Mal Tout Beau Tout Propre line, which included eyeliner, bronzing powder and roll-on lip gloss.

Four years later, that was discontinued and replaced with a range called Monsieur, which had color cosmetics and skin care for men. But the plug was pulled on that, too.

Marc Jacobs entered the category, as did Tom Ford, in late 2013, as part of its grooming collection. That includes a concealer in three shades, a bronzing gel, a brow gelcomb and brow definer.

Ford's bestseller is the concealer, then the bronzing gel, considered the brand's cult product. And the range keeps growing. Later this year, the number of its concealer shades will reach 10.

Three years ago, Chanel dove into the swelling men's makeup market, with its first line of color cosmetics for guys, Boy de Chanel, encompassing a trio of products, launching first in South Korea. The collection had a tinted fluid, coming in four shades; a matte moisturizing lip balm, and an eyebrow pencil in four colors.

"The category will no doubt continue to grow," said Houghton, of men's makeup. "But how it stays relevant to the modern, evolving male will be the bigger question."

I-On Skincare Rethinks Anti-Oxidation

The brand, which has the backing of several industry veterans, features proprietary iron-neutralizing technology. BY JAMES MANSO

A NEW SKIN CARE BRAND has recruited a list of industry heavyweights to bring its proprietary technology to market.

I-On Skincare, founded by Dr. Xi Huang, has built a pre-launch team consisting of chief executive officer Missy Godfrey (formerly of SpaFinder Wellness and SocialFlow), lead adviser Joe Gubernick (formerly head of research and development, global chief marketing officer at Estée Lauder), and lead adviser Jean Zimmerman (former executive vice president of Chanel Beauty).

I-On Skincare launches on March 15 on its website. It will debut with two stockkeeping units, its Age Disrupting Skin Cream, and its Age Disrupting Total Performance Eye Cream. Prices range from \$80 to \$125. Industry sources estimate retail

sales to surpass \$1 million in its first 12 months on the market.

The brand features proprietary technology developed by Huang, called De-Ironizing Inducer Technology, which aims to remove and neutralize various forms of iron found in the skin. It is a blend of vitamin C, used to draw out iron, and pearl powder, meant to neutralizes it. “Iron is known for producing free radicals, and it’s the most abundant metal in the body,” he said.

The brand’s products are targeted for postmenopausal women, who generally see a 40 percent increase in iron accumulation in their bodies. They also have more buying power. “We’re focused on ages 45 and up, with a household income of \$100,000. Yet, we know the younger user wants this product as well,” Godfrey said.

The reduction of free radicals can aid in myriad skin concerns, but especially helps with product efficacy. “We took very strong peptides, natural anti-inflammatory ingredients, and hyaluronic acid. Because users are not creating the free radicals on a continuous basis that they usually would, the hyaluronic acid is going to be that much more effective because hyaluronic acid breaks down in U.V. light,” said Gubernick.

In the clinical studies conducted by the brand, 100 percent of participants agreed they had “softer and more hydrated” skin. Eighty-four percent said they had reduced fine lines in the mouth area, and 77 percent said the same for the eye area.

The brand has a robust lineup of products “A bit later this year, we’ll have our skin emulsion, a lightweight version of the skin cream, as well as a cleanser. In the pipeline, we have a serum and some SPF products,” Godfrey said.

Sampling is a key piece of the brand’s go-to-market strategy, and deluxe samples are currently available on the brand’s website. “We felt the sooner we could get



I-On Skincare launches on March 15.

something into consumer’s hands, to see how the everyday consumer reacted to this, the more insights we would have for rolling out and scaling this product,” Godfrey said. “We’re also doing some in-person distribution with luxury partners, such as the Montage.” “Sampling and trying the product is critical to conversion,” said Zimmerman.

Benefit Cosmetics Invests In Virtual Event for Mascara Debut

The company is said to have spent \$500,000 on a digital event that drew 77,000 visitors. BY ALEXA TIETJEN

BENEFIT COSMETICS IS investing in influencer-led virtual events in lieu of the buzzy — and expensive — in-person ones it is known to host.

The cosmetics company is said to have spent \$500,000 on a recent event — a fraction of the \$10 million it reportedly spent on influencer activations pre-COVID-19. On Feb. 18, Benefit hosted a virtual launch party in support of its They're Real! Magnet mascara, which industry sources estimate could exceed \$120 million in first-year global retail sales.

Benefit's virtual event's microsite drew 77,000 unique visitors from more than 160 countries to participate in live meet and greets and to watch a performance by singer Ari Lennox. The bulk of the company's investment is said to have gone to the nearly 3,000 VIP mailers and the agency, BMF, with which it built the microsite.

On the same day as the event, Benefit began a two-day visit to 12 influencers via a mobile content studio.

“We are faced with a moment in which we had to look at our launch

significantly different based on the impact of the pandemic,” said Christie Fleischer, chief executive officer of Benefit Cosmetics. “How we were looking at engaging with our consumer and raising the bar for both an online and offline experience drove us to think differently about how to bring our consumers into the fold to learn about this critical innovation for us.”

Benefit has been evolving its influencer strategy as a result of the COVID-19 pandemic, placing increased emphasis on TikTok creators.

“The enthusiasm [TikTok creators] brought to talking about our products was unprecedented,” said Toto HaBa, senior vice president of global marketing and communications.

“Everyone is trying to figure out what's the best way to work with creators now that we don't have the face time that we used to, but at the end of the day, what we're finding is that consumers are still discovering beauty through creators,” HaBa said.

After a trial run of Instagram Shopping, Benefit released its new mascara on Facebook's e-commerce



Benefit Cosmetics visited influencers via mobile truck to encourage content creation supporting its new mascara.

feature in the U.S. The company also created a custom AR filter to drum up engagement for the launch.

A rendering of Benefit's buildout at the Sephora in the Dubai Mall.

In Dubai, Benefit has created a contact-less buildout, meant to resemble an arcade claw machine, at the Dubai Mall's Sephora. The digital

interactive installation is nearly 50 feet high and was created in partnership with London-based agency StudioXAG.

“Consumers can virtually interact with the [mascara's] magnet technology,” HaBa said. “It's another fun way to figure out how do we show this great innovation in a fun way, but within a safe, touch-less environment.”



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Healthy Hair Aspirations Drive High-end Hair Care Sales

Prestige hair care was the only category to post growth in 2020. Now, founders and retailers weigh in on what's driving the sales and keeping momentum high.

BY JAMES MANSO • PHOTOGRAPHS BY CHRIS MIGGELS
STYLED BY ALEX BADIA • HAIR BY AKIHISA YAMAGUCHI

AS THE CORONAVIRUS pandemic looms, consumers are looking for health across all areas — hair, included. Healthy hair aspirations are causing continued sales gains in high-end hair care, even as sales across other segments, like makeup, have slumped. The prestige hair market was already the fastest-growing beauty category before COVID-19 hit. Left homebound, consumer interest and expectations for the category have skyrocketed. With self care in mind, shoppers are focused on new bond-building technologies and on hair growth. “Really, the future is bright,” said Larissa Jensen, vice president of beauty at the NPD Group, who expects the hair category’s momentum to carry through the rest of 2021. “When you look at 2020, it was a tough year for every category

except hair, which grew 7 percent in a market down 19 percent.” At Ulta Beauty, that growth is manifesting in sales of different hair treatments, according to chief merchandising officer Monica Arnaudo. “We’re seeing growth in several areas, as guests engage with the hair care category in a variety of ways,” Arnaudo said. “We’re seeing a greater adoption of more regular treatments, like hair and scalp masks, oils and serums. Some popular brands here include Briogeo and Fekkai.” Shoppers are doubling down on basic hair care, too. “Contrary to what people might expect, our insights show that guests have been shampooing and conditioning more frequently during quarantine,” Arnaudo continued. “Our liter sales, especially jumbo size shampoos, have seen an uptick in sales.” Briogeo founder and chief executive officer Nancy Twine said that it makes sense that shampoos, conditioners and treatments “continue to outweigh traditional styling products.”

“Styling products have lost a lot of market share to cleansing, conditioning and treatment products.”

—NANCY TWINE, BRIOGEO

“There’s a fundamental shift,” Twine said. “Styling products have lost a lot of market share to cleansing, conditioning and treatment products. Consumers are realizing the results, ‘Hey, my hair feels so healthy, I don’t want to minimize that by using a bunch of hairspray, or silicone-based serums.’” Briogeo has garnered a cult following for Twine’s natural hair care formulations, and is sold at both Sephora and Ulta Beauty. “Healthy hair is actually the most beautiful hair. You saw it happen with cosmetics, where you went to less use and saw that natural glow became the look that everybody was searching for,” said Melisse Shaban, founder and chief executive officer of Virtue Labs, which focuses on rebuilding hair with a protein that mimics human keratin. “That’s what’s happening with hair: how do I get the healthiest, shiny, thickest hair.” That goal is linked with the wellness movement, especially for health-minded consumers, said Dan Langer, president of professional hair care brand R+Co. “The growth in hair care is really coming from self care and wellness,” Langer said. “If this year highlighted anything, it’s the profound effects of ►

people staying home and thinking about their health. And I think that will continue.”

The idea of growing and maintaining healthy hair is a deviation from prior hair products, which have mainly focused on coating strands in order to change the look or feel of hair. Many newer products aim to work more on a cellular level to repair bonds or promote growth.

Shaban said that when she founded her brand in 2013, a health-focused hair care brand was hard to come by. “At the end of the day, and I say this respectfully, there weren’t enormous amounts of research and development dollars spent on the technology of hair care, because mostly it wasn’t leave-on products. It was wash-off products and style products. So, you’re either coating or laying something on the hair, or you’re stripping the hair of its oils,” she said.

“Hair loss and breakage have been a more commonly keyed-in-on concern.”

—MONICA ARNAUDO, ULTA BEAUTY

Hair products that focus on repair are becoming more and more sought out, experts agreed.

Ulta Beauty has seen burgeoning interest in bond repair, according to Arnaudo. “Based on trends, I can say bond repair claims have been quite compelling and we’ve seen many more products offered in this particular space throughout the last year,” she said. “Similarly, hair loss and breakage have been a more commonly keyed-in-on concern, which fuels demand for products that encourage and promote hair growth.”

Interest in repair could also be caused by the use of heat tools and experimentation with hair coloring, Arnaudo added.

“The majority of hair product consumers suffer from dryness, damage and breakage of some form, contributed to through regular heat tool use,” Twine said. “It’s caused just by regular things that sometimes the consumer isn’t mindful of, like friction between the hair and a cotton pillowcase at night.”

Damaged hair simply does not look healthy, said JuE Wong, CEO of Olaplex, the original brand focused on repairing broken hair bonds. “It doesn’t look healthy, it looks dry, it does not take color well,” she said. “Whatever you do to it, it’s going to be addressing symptoms, rather than addressing the root cause, since it’s so easy to damage your hair.”

“Again, it’s like skin care — if you don’t treat the root cause of damage, you’re never going to get the best



Sportmax's linen dress;
Alexander McQueen earrings;
Argento Vivo ring.

results for your hair,” Wong continued. “That’s why claims that address damage do so well. That or, if hair is dry, if your hair is breaking, there’s less shine, there’s no bounce in your hair: everything is connected. All of those are important claims to be made, and at the same time, supported.”

The efficacy of products that claim to promote hair health is key, experts said.

“The product has to work,” Langer said. “Prestige customers are going to use products that are easy to understand or easy to use. It’s not the claim that builds loyalty, it’s if the product delivers. Performance claims are about, well, performance.”

Wong said that bringing meaningful advancements to the market is a winning strategy. “When it comes to technology and what it needs to be for hair care to be successful, it’s definitely about delivering on its promise and performance. So with that said, you can only meet the claims, technology, chemistry and performance if you have the science,” she said.

Shaban sees her customers researching her proprietary hero ingredient, Alpha Keratin 60ku, which fills in protein gaps in the hair strand. “At the end of the day, the customer is smart. She knows the difference

between marketing jibber-jabber and really demonstrating a really good effect on the outcome of her hair,” she said.

Now, brands are revisiting stagnant categories such as hair loss for future technological improvements. “The holy grail for hair has always been hair growth. There’s a huge percentage of women with thin hair, and obviously a massive percentage of men,” said Tev Finger, founder and CEO of Luxury Brand Partners, adding he thinks the industry could see disruptive technology in the space within the next few years.

Shaban has her eyes set on the concern as well. “We’re seeing ►

extraordinary amounts of noise and chatter around hair loss. And that's going to be a place people like us are going to play," she said.

Virtue Labs' hair loss line, Flourish, comes out later this month with two overnight treatments for women experiencing hair loss. It includes both minoxidil and proprietary technology from the brand. It will be sold as two separate regimens, each priced at \$134. "All sorts of things happen to a woman over time that affects the health of the hair," she said. "As technology gets better, we can get better at targeting her, talking directly to her and delivering the appropriate solution for her."

Technical hair care tends to do well in online sales, which account for about 60 percent of spending on hair care, according to Jensen. "Education is much easier online. You see the more technical categories doing well there. With hair, it's easier to find something for you online, whereas a store environment might not be as easy just with the way it's merchandised," Jensen added.

The increasingly online environment also allows for brand storytelling and community building.

"No longer are people looking at a brand and aspiring to be like that. The brand now needs to inspire," Wong said, noting that Olaplex has focused on creating a sense of community among its customers.

"I know this word 'authentic' has been overused, but community comes from authentic brand positioning. It is a community, the community can choose to stay and choose to go, if you don't give them a reason to stay," Wong continued. "If there is no reason for them to be around, they'll go look for the next best thing," she added.

For hair health products to continue on their growth trajectory, Wong suggests hair brands continue to follow in the footsteps of skin care.

"If you look at the foundation that has been laid out by skin care, I think taking a page from skin care — understanding what drove skin care and made it the success that it is — will be very helpful in hair," Wong said.

The hair category following behind the skin care segment is nothing new. The skinification of hair trend, which is credited for the rise of scalp and other treatments, continues to proliferate, and experts predict it will only continue to build momentum.

"I look at the growth in three ways: the skinification of hair, the premiumization of hair, and the ritualization of hair have all made prestige hair care a powerhouse," Wong said.

"It's been going on for a few years now," Shaban said. "People are buying into the idea that you can actually improve the quality of your hair, and not just coat it. We're not only trying

Sportmax's linen dress;
Alexander McQueen earrings;
Argento Vivo ring.



to have the benefit of a style, we're looking to improve the health of the hair," she said. "So you're seeing much more skin care ingredients, much more technical and science-based ingredients going into hair care."

As the skinification trend continues, ingredients in product formulations have come more into focus, and more brands are leaning into clean.

For Frédéric Fekkai, more sophisticated consumers were the impetus for his namesake salon brand's repositioning as clean and sustainable, which happened in 2019. "I say that hair care and skin care are neck-and-neck because the consumer is so educated. Today, consumers are so smart," he said.

Fekkai opened a dialogue with his customers via the personalization quiz on his brand's website, and is seeing just as much interest in what formulas

leave out than what ingredients they feature. "All of my colleagues, all of my friends, all of the social influencers — the number one concern is what is in your product," he said.

As with all things beauty during the COVID-19 era, there's also the Zoom effect. People want hair that looks healthy in virtual meetings.

"Skin care and hair care are things you focus on a lot when you are staying at home, especially when staring into a zoom camera all day," Langer said.

"Nothing shows better than hair digitally. When you look at somebody, hair is what you remember most," Finger said. "It could be a golden age for beauty. From the hair color side, 80 percent of women color their hair, and I think that people sitting at home looking at themselves might try some new stuff." ■



BEHIND THE BRUSH:
AKIHISA YAMAGUCHI
@Akihisa0704

How did you get your start?

I started my career in the arts, studying sculpture and Japanese water painting with a few well-known Japanese artists.

Throughout my childhood, fashion was always a big part of my life. I started going to fashion shows when I was 12 with my mother, and it didn't take long for me to realize that this was an industry I wanted to be a part of.

My career started in Tokyo, where I spent 10 years honing my skills as a hair stylist. Wanting to take my career to the next level, I knew that I needed to be in a place that allowed me the opportunities and access to collaborate with amazing artists from all over the world — and that place is New York City, where I now live.

How would you define your signature style?

Ever since I was growing up, I have always been struggling with my identity. It was only after I had moved to New York that I noticed people could have multiple layers and identities to them that don't limit their physical appearance. I find that incredibly beautiful. I always try to see the different identities inside of people and figure out which hairstyle can bring out the most of their personalities.

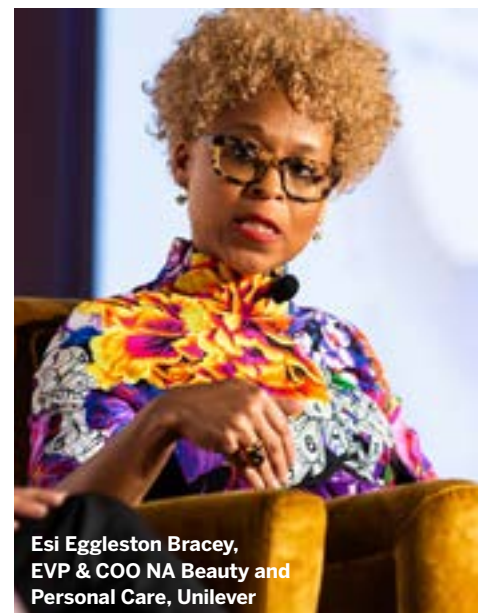
What are your top five must-have products for your kit?

- Got 2B Ultra Glued Invincible Styling Gel
- Bumble and bumble Prep
- Deva Curl Ultra Defining Gel
- R&Co. Mannequin Styling Paste
- Living Proof Restore Smooth Blowout Concentrate

Makeup by Kuma
Model: Raven Wallace @ APM
Market Editors: Emily Mercer and Thomas Waller
Fashion Assistants: Victor Vaughns Jr. and Kimberly Infante
Casting by Luis Campuzano

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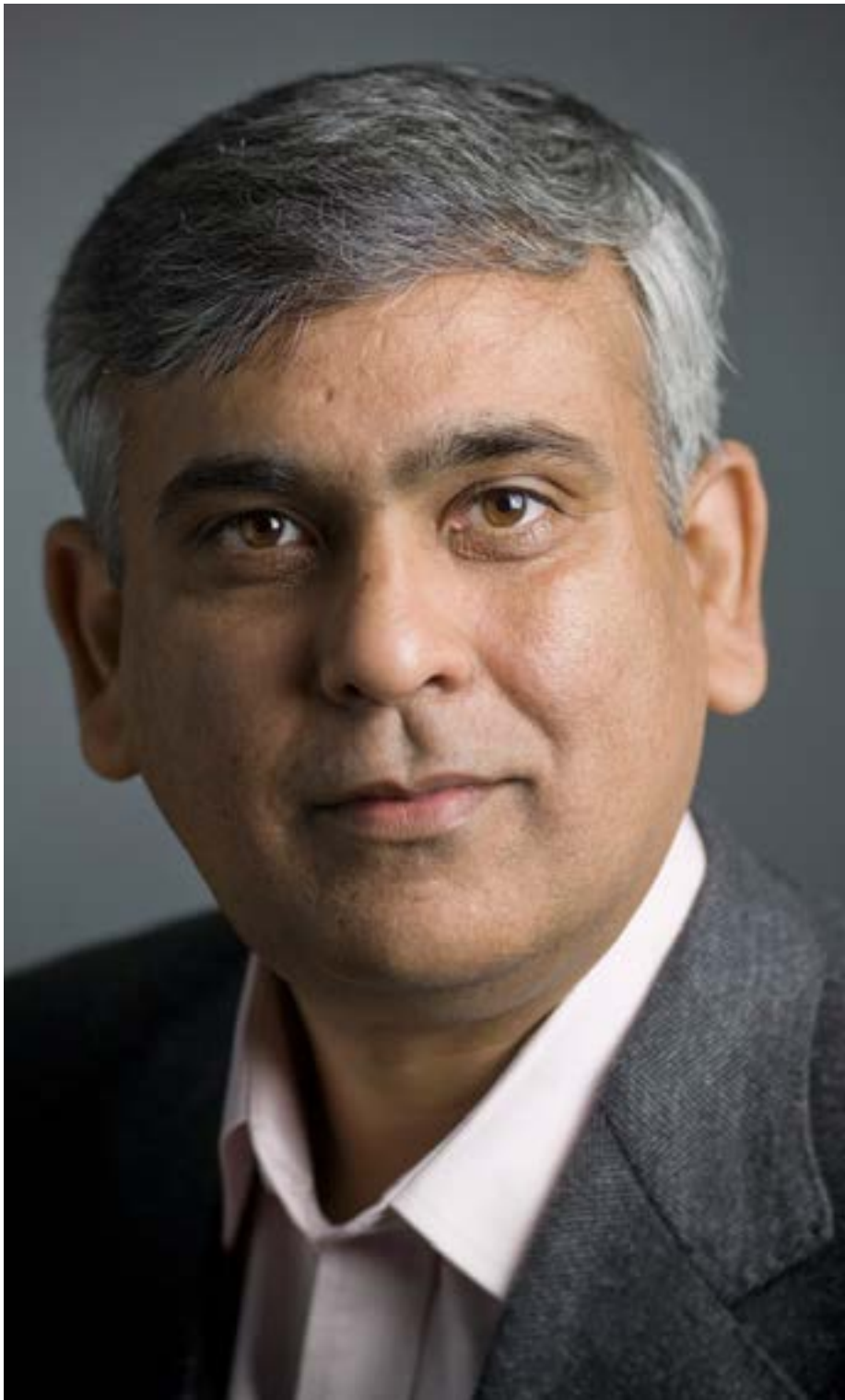
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MARCH 5, 2021



Amit Jain

Amit Jain, the first Indian to lead L'Oréal India, talks about further accelerating one of the fastest growing beauty markets in the world. BY MAYU SAINI

AMIT JAIN, the managing director of L'Oréal India, breaks the mold.

He is the first Indian to lead the company since it started its India operations in 1994, and heads the region including Bangladesh and Nepal. L'Oréal India Private Ltd., a wholly owned subsidiary, is the third largest beauty player in India, (after Hindustan Unilever Ltd, a subsidiary of Dutch company Unilever Plc, and Procter & Gamble India).

Jain, who took up the mantle in June 2018, has been setting the pace as beauty markets in India try to play catch-up. Those markets had notched nearly a decade of double-digit growth, but the coronavirus pandemic hit hard, and India's overall market beauty sales dropped an estimated 60 percent for several months in 2020.

According to Jain, the time for resurgence is back. Here, he talks about one of the fastest growing beauty markets in the world, and his vision to accelerate it further.

Is it a challenge being the first Indian managing director at L'Oréal India?

Amit Jain: It is a very collaborative culture at L'Oréal, and it works like a global matrix, which makes it rather easy. It turned out well on the business side of it, too, and picked up until strange things happened last year.

This morning I was up at 5:30, and I woke up dreaming about one of our new initiatives. Quite simply I am blatantly excited about it.

India is really a play in the mass market for L'Oréal. Is there still scope for growth as the market gets more crowded?

A.J.: We are in three big segments in India — consumer, professional and luxury. In two of these we are pretty much inventing the market, so being ahead of the market doesn't really matter. Our job is to build the beauty habit in India and to build a completely different idiom of beauty.

India already has a long and traditional culture of beauty. But the Indian focus on investing in your own looks and grooming is often seen as an indulgence, and sometimes there is guilt associated with buying expensive products, even though they are not.

I'm not looking at the multinational way of per capita and all that — that's a very old way of looking at things — but rather what is very important from a perspective is what the French call valorization, which means we are creating value for stakeholders and adding richness to the beauty categories we work in.

“Makeup is largely imported by global brands into India, but as of this week, these will be manufactured here as well.”

When do you see India emerging among the top global beauty markets?

A.J.: Trends suggest that by 2030 India will be the sixth largest beauty market. We have to position ourselves to be one of the pillars of growth for what is likely to be one of the fastest growing global markets. That is the real job — it is less about market share and more about growing ahead of the market. We have been consistently doing so for the last few years.

How did you weather the impact of COVID-19?

A.J.: Just anecdotally, one of our luxury products is Kiehl's (14 freestanding stores in India). While retail was shut for half of last year, we were positioning ourselves clearly in the beauty tech space. Our Kiehl's representatives got trained, and suddenly we had an electronic way of reaching consumers, running skin diagnostics online. So even though the stores were shut, we were acquiring customers through the pandemic.

The interesting bit is that more than 40 percent of these were from outside the big metros. It opened a completely different way of reaching consumers. Similarly, other beauty advisers and hairdressers retrained

to keep their relationship with their clients in the unusual circumstances.

Maybelline New York has been one of the big growth stories in terms of beauty brands in India.

A.J.: Yes, Maybelline is the fastest growing among the significant brands, because of valorization, bringing in more value-added products for the Indian consumer.

For example, Fit me (18 ml, 299 rupees/ \$4.10), a range of 18 foundations, was made after doing a mapping of the Indian skin tones. These were launched in 2019, and just took off. We introduced 5 ml minis in six top-selling shades in January 2021, priced at 99 rupees (\$1.35). We didn't anticipate the kind of uptick that happened on these.

Makeup is largely imported by global brands into India, but as of this week, these will be manufactured here as well.

When Lancôme left the country in 2017, analysts read it as a sign that luxury beauty retail was failing in India.

A.J.: You know, Victor Hugo said, 'Nothing is more powerful than an idea whose time has come.' Luxury often requires an ecosystem and luxury retail in India was just not there 10 years back — it was conspicuous by its absence. It is just beginning to pick up.

Now, let me give you the really good news as far as we are concerned. The big pivot for us now is that we are deciding not to wait for luxury retail to go up. The single biggest change we have witnessed in the last two to three years is the advent of the digital consumer. In my mind, beauty tech is going to be the biggest evolution for the Indian beauty consumer in India, and we at L'Oréal are here to lead that evolution.

What are your three biggest agenda items for the coming year?

A.J.: The most premium categories in India are massively under-penetrated and so Beauty Tech with a purpose, to empower consumers to find their own expression in terms of beauty.

Sustainability is a very big priority, and we have a number of initiatives, with pledges on plastic, carbon neutrality and reduction of greenhouse gases. E-commerce, along with livestreaming and building digital relationships with the consumers. We're doing this in many ways, including Virtual Try-On on our sites, (maybelline.in, or lorealparis.co.in), which is also on our partner sites, like e-commerce companies Nykaa, Amazon, Flipkart, and plenty of others. You know wherever there is beauty, L'Oréal is there, and hopefully we try to lead the way there.

Admiration Nation

As International Women’s Month kicks off, Beauty Inc asked some leading women in beauty to share whom they most admire — and why.

BY JENNY B. FINE

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MAEVA HEIM
CHIEF EXECUTIVE OFFICER AND FOUNDER, BREAD

“Being in the hair care industry, **Jen Atkin** is someone I’ve been inspired by, from pitching her brand to Sephora before it even launched (which is what inspired me to do so with Bread), to how she completely upended the category with Ouai. She brought a fresh perspective that has helped to change how both the industry and consumers view hair care, showing it can be fun and modern in a way that doesn’t read like old school ‘glamour.’ Beyond that, Jen has built Ouai’s brand equity to stand on its own outside of her as a stylist and personality which is something we’re hoping to replicate with Bread.”

99

ELANA DRELL-SZYFER
CEO, RÉVIVE

“While I have taken my love of storytelling to the business world via marketing in beauty, **Shonda Rhimes** has taken her love of storytelling to the world of entertainment — a massive platform where she has touched many millions of fans globally. She has created so much personal success, while also giving a voice and a platform to other individuals. She has used her work to entertain and touch people emotionally, while simultaneously making statements about women’s intelligence, power and humanity as well as to honor and showcase diversity. Her success has also earned her the creative freedom to have more latitude in the types of project she is involved in. That creative freedom and ability to have the independence to shape your work and determine the specific message you want to convey is the ultimate professional goal — where personal beliefs and conviction coincide with your professional world and work.”

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ILARIA RESTA
PRESIDENT, PERFUMERY, FIRMENICH

“I’ve been fortunate to meet and have a working relationship with **Arianna Huffington**, who I’ve come to greatly admire over the years. She is the former editor in chief of ‘The Huffington Post,’ and is now the CEO of health and wellness start-up ‘Thrive Global,’ which (even before the pandemic) was helping people find solutions for mental health and stress issues globally. It’s extremely exciting to watch such a warm and endearing female in power transition and branch out into other industries and opportunities, bringing her valuable insights and knowledge to help build and grow these ventures. I’m awestruck by the way Arianna is impacting the world by anchoring her new company with a sense of purpose and identity.”

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ANISA TELWAR KAICKER
FOUNDER AND CEO, ANISA INTERNATIONAL AND ANISA BEAUTY

“**Anita Roddick**, the founder of Body Shop, believed in something revolutionary: that business can be a force for good. She was an activist and environmentalist. She believed in transparency and inclusivity before they were buzzwords. She filled the campaigns in her stores with her passion for empowerment and equality for all women. Her love for her products and her business was infused with a deep responsibility to do good, when and where you can. Through the rituals of true beauty and betterment for all — taking care of our business can now mean we are taking care of ourselves.”

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ALICIA YOON
CEO AND FOUNDER, PEACH AND LILY

“I most admire **Thai Lee**, founder and CEO of SHI International, which is the number-one largest woman-owned business in the U.S. according to Forbes. I deeply respect that she immigrated to the U.S. as a teenager, and despite initial language barriers, she set out a clear, focused vision to be an entrepreneur early-on in her career and tenaciously and relentlessly built an incredible business generating \$11 billion in revenue per annum in a field she had to learn from scratch. Her grit, determination, leadership and vision are awe-inspiring, all while she remains incredibly humble and customer and team-centric.”

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CASHMERE NICOLE
PRESIDENT, CEO AND FOUNDER, BEAUTY BAKERIE

“It’s tough to say, there are so many amazing women that I admire across so many industries. The thing that makes me go crazy and cheer like crazy for another woman is her believing in herself. That’s all it takes for me to say, “wow, the world better watch out for her. A woman who believes she can WILL.”

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ALICIA GRANDE
FOUNDER AND CEO, GRANDE COSMETICS

“Just to name a few, I greatly admire **Michelle Obama** for her poise, grace, intelligence and enthusiasm she has for our country and women’s education. As a female entrepreneur, I admire **Jamie Kern Lima**, founder of It Cosmetics. She is a true visionary and problem solver, especially in the world of beauty. Growing her business from her kitchen table to what it is today is beyond inspiring. And then, of course, there’s **Marlo Thomas**...where do I even begin? This woman is such an inspiration between her incredible talent on-screen to her tireless philanthropic efforts with St. Jude, she’s one in a million and I truly look up to her.”

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TRACY HOLLAND
FOUNDER AND EXECUTIVE CHAIRMAN, HATCHBEAUTY BRANDS

“My top list includes **Christie Hefner** (our chairman at Hatchbeauty Brands), **Sallie Krawcheck** (what she has done to make women millionaires), **Katherine Power** (her multiple companies and her new SPAC as well as a mom to a young kiddo) and **Richelle Parham** (former CMO of EBay, board member at companies such as ELF and Best Buy). Each of these women exemplify stories of breaking barriers, changing the status quo and redefining norms.”