

# Cosmetic World®

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## BULLETIN

### DESAZARS NAMED NARS CEO



Louis Desazars

Louis Desazars, the current U.S. president of **Beauté Prestige International (BPI)** has been appointed chief executive officer of **Nars Cosmetics**,

-Continued on Page 20

### LAUDER APPOINTS DIVERSITY EXEC



Susan Akkad

Susan Akkad has been named senior vice president of corporate marketing, diversity, at **The Estée Lauder Companies**, effective January 22.

-Continued on Page 21

### NEW JOB FOR DANIEL SAKSIK



Daniel Saksik

Daniel Saksik has been appointed worldwide vice president of sales and marketing for the fragrance business unit of **MeadWestvaco Calmar**. Mr. Saksik

-Continued on Page 21

### HAIR RAISING

Direct response television company **Guthy-Renker** has acquired **Scalp Med**, a hair

-Continued on Page 21

## RETAILERS' VALUATIONS

The financial wizards of Wall Street seem to have little regard for the retail category as we enter the 2008 year. Retailers' shares have traded at prices that were substantially lower than their 52-week highs. Except for **Wal-Mart** at 92.4% of its 52-week high, the total retail category has had a significantly negative response from investors before January 08's market nosedive.

-Continued on Page 18

### 8<sup>TH</sup> JLO FRAGRANCE LEAD BY DESIRE

Fast on the heels of her first full Spanish language album, *Como Ama Una Mujer* and the film *El Cantante*—a biopic of Puerto Rican salsa singer Hector Lavoe—multimedia mogul **Jennifer Lopez** is releasing a new fragrance called **Deseo**, Spanish for "desire," largely targeted toward a Hispanic audience.

The Deseo bottle features natural, earthy colors and a gemstone cut.



"Jennifer has launched fragrances that reflect what is happening in her life," said **Dennis Keogh**, senior vice president of US marketing for **Coty Prestige**, which has licensed each of Ms. Lopez's seven previous fragrances. The first, **Glow by JLo**, launched in September 2002. "Deseo reflects her heightened interest in her Hispanic roots, as reflected in her recent film and music activity."

Deseo will be available in approximately 2,200 department store doors in

-Continued on Page 20

### SPRINGTIME IN NEW YORK

The Andy Warhol Union Square bottle swathed in a Robert Lee Morris necklace.



His fusion of commercialism and avant-garde artistry shrouded Andy Warhol in mystery and legend—and now the niche perfume brand **Bond No. 9** is hoping to recreate that paradox with its new fragrance, **Andy Warhol Union Square**—the second in its lineup of 12 planned fragrances inspired by the persona and art of Andy Warhol. Launching March 15 at **Bond boutiques** and **Saks Fifth Avenue**, a 3.4-oz. bottle is priced at \$195.00, and a 1.7-oz. bottle is \$135.00.

Created by **Givaudan's Stephen Nilsen**, Union Square is in stark contrast to **Andy Warhol Silver Factory**, Bond's first Warhol-inspired fragrance. Whereas Silver Factory was woody, metallic and tended to skew masculine, Union Square is decidedly leafy, sparkling with green florals and cool undertones. "Even

-Continued on Page 21

# A Line for the Skindividual

The German-based skincare line **Amea Skindividuals** is attempting to gain a foothold in the tough U.S. market with a unique approach. Last week, the brand—founded by brothers **Stefan** and **Ramses Erdmann**—participated in a trunk show at **Henri Bendel**, from which they hope to gain invaluable exposure. “We’ve done extensive market tests before,” Stefan Erdmann said, “but this time it was really about the customer, and our approach at counters, and getting feedback from Bendel’s in that way.”



Skindividuals are customized with a base formula and four skinkeys.

What sets **Amea** apart from other custom skincare lines is a tiny electronic device that it calls the “skinalyzer.” On counter, the device looks a bit like a GPS system, where it prompts clients to answer questions about skin type, lifestyle and environment. Using those responses, it derives an individualized formula for a 1.7-oz. treatment cream, ranging in price from \$88.00 to \$118.00.

There are four base formulas and 29 skinkeys—or add-ons, of which four are added to customize each base, resulting in “over 10,000 possible formulas,” said Amea’s vice president of marketing and sales, **Jennifer Brooke-Adler**. Packaging is patented, with the product housed in a silicone sack that can be prodded and maneuvered, mixing the formula without contamination. Amea also offers cleansers, exfoliants, serums and a sunscreen, ranging in price from \$39.00 to \$80.00.

Joining Amea at Bendel’s trunk show were other new skincare lines and established niche brands, including **Freeze 24/7**; **Clarisonic**; the Parisian plant-based line **Nuxe**; Australian skincare brand **Körner**;

# SPRINGTIME IN NEW YORK

—Continued from Page 17

though it’s unisex, the fragrance has a more feminine tendency this time around,” said **Laurice Rahmé**, Bond’s founder and president. A crunchy freshness prevails, with top notes of lily of the valley and green stem; middle notes of freesia and birchwood; and a drydown of amber and musk.

The fuchsia bottle—in Bond’s classic “superstar” shape—features an image from Mr. Warhol’s *Flowers* series, with psychedelic red and yellow flowers, and blue grass blades. Mr. Warhol created *Flowers* in his Union Square studio. Ms. Rahmé noted, inspired by the outpouring of funeral arrangements after the assassination of President John F. Kennedy.

Bond has taken the *Flowers* theme one step further. In March, it will offer a portfolio of ten 3.3-oz. Union Square bottles, each in different shade iterations, for a cool \$1,500.00. This way, Warhol devotees can own the entire series, as he intended. Only 400 portfolios will be created.

In yet another limited edition package for Mother’s Day, Bond will offer a bottle of Union Square draped

with a 36-inch, sterling silver, **Robert Lee Morris** necklace—again, only 400 are being produced. Featuring the same diffused flower shapes as Mr. Warhol’s silk screens, the necklace is also engraved with one of his famous quotes: “My favorite smell is the first smell of spring in New York.” Launching in April for \$575.00, Ms. Rahmé pursued the jewelry market with this project because it is one of the few winning sectors in a challenging economic climate, she said. “When you buy jewelry, it’s more than just something you wear,” she said. “It’s an investment.”

Ms. Rahmé says limited-edition pieces have been a huge success for Bond and are becoming an integral part of the brand’s identity. Customized items and highly personalized service are key in courting discerning consumers. “It’s important to be nice,” she said. “To spoil women with all kinds of samples and make her a friend. Instead of five-star service, we give six stars.”

A print campaign is in the works and will hit *The New York Times*, *The New Yorker*, *W* and *Interview*—which Mr. Warhol co-founded—in April. ■CW

## BULLETIN

### DIVERSITY

—Continued from Page 17

In this newly created position, Ms. Akkad will work with the companies’ brands to increase their relevancy for the diverse consumer.

She moves to the corporate role from **M-A-C Cosmetics**, where she was senior vice president of global communications and artist relations since January 2007.

Ms. Akkad’s career includes both marketing and public relations experience. Prior to joining M-A-C,

BeautyScoop, which sells an ingestible peptide; and **Reversital**, whose **MicrodermaStick** is a cleanser, exfoliant and moisturizer in one.

“The New York customer is one of the most demanding in the country,” Mr. Erdmann said. “It was an honor for us to start off like this.” ■CW

she was the vice president of global treatment marketing at **Clinique**, a position she held for six years.

### NEW JOB FOR DANIEL SAKSIK

—Continued from Page 17

previously was vice president of sales and marketing for glass manufacturer **SGD North America**, having held increasingly important jobs at the France-based **Saint-Gobain**, the former parent of SGD.

### HAIR RAISING

—Continued from Page 17

restoration system for men and women from **Modern Health Labs, Inc.** For the past 20 years, Guthy-Renker has developed infomercials for a variety of health and beauty products including **Proactive Solution** acne treatment, **Principal Secret**, developed with partner, actress **Victoria Principal**, and **Meaningful Beauty**, developed with model **Cindy Crawford**.