

# RETAIL REVIEW #2

## BEAUTY CONCEPTS

Check out how retailers are drawing customers into physical stores through new enticing design concepts, innovative experiences, an expanded product offer, technology and fun.

### H BEAUTY, UK

H Beauty stores by Harrods has price points suiting a vast array of consumers. “Magic Mirrors” leveraging augmented reality technology permit customers to virtually try on products and have images of their experimentation sent directly to their phones. Dedicated spaces labelled “Play” allow customers to have fun with hairstyling, product demos and makeup consultations.



### HARMAY, CHINA

Once an online retailer, Harmay stores shake up the high-end cosmetics segment. Targeting savvy young consumers and fast developing in Chinese first-tier cities, Harmay has a solid reputation as an influential incubator of consumer trends. Harmay gained a reputation for creating design-led retail spaces, aiming to boost the shopping experience. The displays encourage self-serving shopping which captures the mindset of shoppers.



### CLINIQUE LABORATORIES, CHINA

The new retail concept from the skincare brand aims to personalize each customer visit. Customers have their skin analyzed before they enter the store thanks to a diagnosis made through a facial scanning system. The rest of the store experience is then determined by the result of the diagnosis: presentation of specific products and services, close to consulting, that will be unique for each customer.



### JOYCE BEAUTY, SHANGHAI

Joyce Beauty at Lane Crawford, offering a serene refuge from the department store hustle and bustle, is dedicated exclusively to niche high-end cosmetics and fragrances. These brands (Dr. Barbara Sturm, Perricone MD, Augustinus Bader, RéVive, Floraiiku and 111SKIN among others) show the growing appeal for prestige beauty.



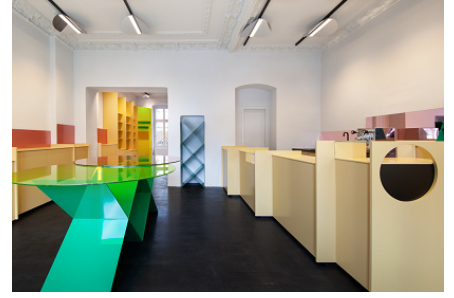
### B+ TUBE, CHANGSHA

The shopping experience, organized throughout the 218 sqm store, allows teens to create social media as they shop, something which helps facilitate online to offline consumption. Sections are organized around the three basics of cosmetics: cleansing, foundation and make-up. Each area hosts an education centre for customers to learn and experiment with the products through tutorials and videos.



## MDC NEXT DOOR, BERLIN

MDC cosmetics is pushing the beauty limits by offering luxury cosmetics, fine objects, small furnishings, ceramics, and jewelry. MDC cosmetic is a curated specialist shop for cosmetics and cosmetic treatments. You can find brands including Aesop, Image skincare, Susanne Kaufmann, malin+goetz, Santa Maria Novella, Frederic Malle, Escentric molecules, Emma S and many more.



## RETTERSPITZ, NUREMBERG

One of Germany's oldest pharmacy brands, offering a wide range of cosmetics and medical cosmetics that combine traditional healing expertise with modern standards and the latest scientific research. Retterspitz offers an immersive brand experience and personal customer service, while serving as a marketing tool to discover clientele's preferences and shopping patterns.



## THE NEW SANCTUARIES, MEXICO CITY

Founded by Mexican designer, pharmacist and alchemist Tatiana Torrealba, The New Sanctuaries provides clean cosmetics for skin care, products that have a high energy frequency and coexist in harmony with nature. The brand is taking information from ancestral knowledge, clean beauty principles, transparency, nature and technology.



## GLOSSIER, UK

Glossier, a 'community-driven beauty discovery hub', opened its first permanent location outside of the US. The design is playfully balanced between old and other modern materials and finishes, like perforated paneling and sculptural marble in Glossier's identifiable millennial-pink hue. The heart of the store is the product testing area. Mirrors are inscribed with 'You Look Good' – Glossier's confidence-boosting catchphrase. Meanwhile, a 'Wet Bar' encourages sampling of skincare and makeup.

