

Fashion. Beauty. Business.

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# WWD

  
Collections

**Milan**  
2016

# The Dandy Man

A romantic breeze is wafting through men's wear, fanned by Alessandro Michele at Gucci.

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## HAUTE HEAT

No economic blues for Paris couture houses, as they prep for their biggest spenders.

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## RICCARDO'S DONATELLA

Donatella Versace models for Riccardo Tisci and Givenchy.

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## BUBBLE, BUBBLE

How much is too much? Finding the true value of fashion's tech set.

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THE DANDY MAN

"Believe in breaking rules... I want to get rid of the old system." DONATELLA VERSACE



US	\$9.99	JAPAN	¥1500
CANADA	\$13	CHINA	¥80
UK	£8	HONG KONG	HK\$100
EUROPE	€11	INDIA	₹800

# The Smell Test: Acqua di Parma Acqua Nobile Rosa

**5.1** Avg Score out of 10  
As in past cases, opinions were mixed. A majority of judges gave it good marks for zest and freshness of the floral composition. But a number of them also criticized it for lacking originality and staying power.

By PETE BORN

"Elegant, smooth, metallic rose. Not hugely original, but beautifully executed."

"At first interesting, spicy and unusual. However, it doesn't last, so, not memorable at all."

"The appeal of this beautifully composed scent is truly cross-generational: the creamy sensuality of the rose will capture the interest of a sophisticated, experienced woman, while the tangy citrus zest adds a playfulness that will intrigue her daughter."



"Young and innocent, fresh floral, fruity edible."

"The first top notes are quite agreeable, floral and fresh (rose floral) but after, it turns into a more floral, green, fruity. It's less pleasant, particularly not original and easily commercial."

"A common floral-rose, green, fruity fragrance. Not original. Weak. Could be niche or prestige, no signature."

"A pretty rose."

"A fruity rose that feels as fizzy and sparkling as a sip of Champagne. Unfortunately, bubbles go flat quickly."

"This fragrance is well-balanced and easy to wear. It also has dewy and lovely green notes. This perfume has a nice feeling of quality to it. This fragrance has a happy disposition."

"This fragrance opens with crisp, green and zesty notes, and then reveals a complex rose, violet and spicy bouquet, before wearing to a medley of warm, amber notes. Sadly, it doesn't stay for as long on the skin as I would have liked."



**Michael Edwards**  
Author of "Fragrances of the World" and "Perfume Legends."



**Jean-Claude Delville**  
Senior perfumer at Drom.



**Victoria Frolova**  
Fragrance industry analyst and Bois de Jasmin editor.



**Nathalie Pichard**  
Owner of training and evaluation agency Topnotes.



**Luca Turin**  
Biophysicist and perfume critic for arabiastyle.com.



**Paul Austin**  
Ceo of sensory storytelling agency Austin Advisory Group.



**Karen Dubin**  
Founder and ceo of Sniffapalooza.



**Christophe Laudamiel**  
Master perfumer at DreamAir.



**Chantal Roos**  
Cocreator of Roos & Roos Co.



**Kevin Verspoor**  
Founder of PerfumeKev LLC.

## Esteemed Judges

**THIS IS A BLIND TEST:** Panelists are given vials of unidentified scent to judge impartially. Each of them gives a score ranging from 1 (forgettable) to 10 (unforgettable) and the numbers are computed into a final grade. The judges, led by chairman Michael Edwards, also make critiques, which are unattributed to encourage candor. The most promising scents are picked for judging in an effort to find and showcase excellence. WWD buys the products at retail, like any other consumer.

How would you rate the fragrance? Visit [WWD.com/beauty-industry-news](http://WWD.com/beauty-industry-news) to vote.

Illustrations by Kate Copeland

Cruz photograph by Steve Eichner

# Beauty Briefs



## NUFACE An Electrifying 10 Years

It's been a decade since NuFace came onto the market and to celebrate its milestone, the company is going for gold, literally. In September, the company will unveil a limited-edition version of the NuFace Trinity in black with gold spheres, \$349, and the mini in white with rose gold spheres, \$225. Also, it will launch two gel primers, one for brightening

and one for firming, containing 24-karat gold flakes with a brush applicator priced at \$39 each.

"Devices are growing faster than professional skin care," noted Tera Valdez-Peterson, chief executive officer of NuFace, adding that the company continues to see double-digit sales growth. This year, it's up 52 percent and has grown 57 percent in the professional channel. "There's more awareness for the category and the brand."

— JAYME CYK

## CVS Beauty Boost

While the industry was abuzz about Target and CVS Health's deal, CVS also showcased a new front-end presentation with an elevated beauty presence. One hundred fifty high-volume urban locations will be the first to sport the upgraded experience.

The beauty mix is set to include more natural and clinically backed items. The changes include not only more premium products, but also making more of a specialty store ambience. Examples include easier-to-browse displays and bold end-of-aisle displays to highlight innovations.

The retail environment in mass has been pinpointed as a reason for sluggish sales. CVS executives noted the strategy reflects learnings from its ExtraCare loyalty program and its focus on personalization.

CVS executives said that they are customizing store locations and formats to the communities they serve, as well as prioritizing individual shopper preferences.

— FAYE BROOKMAN



## A SWEET SPOT

"I spend a lot of time with a lot of sweaty guys on the football field, and let me tell you, that makes me appreciate fragrance more than the average guy."

**Victor Cruz**, wide receiver for the New York Giants and the face of Hugo Boss.



## YUNI Keep Calm and Namaste

Beauty for yogis by yogis is the best way to describe Yuni, a new skin, body, hair and aroma brand that is meant to enrich one's yoga practice beyond the mat.

Launching in July at Yunibeauty.com, Yogaworks, Credo Beauty and select studios, Yuni was developed by Emmanuel Rey, who helped spearhead the development of Aveda as a sustainable and profitable global player.

Made up of 13 stockkeeping units and priced from \$12 to \$29, the line, which includes natural ingredients, encompasses convenience, pleasure and memory. For example, the memory aspect has to do with the product's aroma.

"We believe [yoga is] a health routine for people," declared Rey. "Not only physically, but mentally and spiritually."

— J.C.

## GUILLAUME JESEL Making an Entrance

Beauty executive Guillaume Jesel had a very good week. On Tuesday, he was named senior vice president and global general manager of Lauder-owned brand Tom Ford Beauty.

On Wednesday, Jesel was onstage at Lincoln Center, picking up two Fragrance Foundation awards on behalf of his new brand — for best men's luxury and women's luxury Fragrance of the Year



honors. He also got votes of confidence from both his bosses: Tom Ford, president and chief executive officer of Tom Ford International, and John Demsey, group president of the Estée Lauder Cos. Inc. "Through [Jesel's] tenure

at Estée Lauder and his career, he has gained a profound understanding of the global beauty industry," Ford said. "His experience will be invaluable as we launch in China and continue to build our beauty business internationally."

Added Demsey: "Guillaume has had a major impact on the brand in a short time, and we are confident that his leadership skills and his experience in the world of cosmetics will help this brand grow into a powerhouse."

— JULIE NAUGHTON



Rendering of Tenoverten Austin.

## TENOVERTEN Growth Spree

Not many nail salons can say that. The New York Times article "The Price of Nice Nails" affected their business in a positive way.

Tenoverten is the exception and is rapidly expanding.

In September, the nail salon will venture out of Manhattan to Austin, Tex., to the South Congress Hotel. Also, it will open its fourth location in New York, in the Financial

District in November. The 2,600-square-foot space will be its largest outpost yet, complete with offices, two treatment rooms for waxing, a conference room for private events or business meetings and a small retail shop at the front of the store. And if that's not enough, cofounders Nadine Abramczyk and Adair Ilynsky have their eye on Los Angeles and Houston to open salons.

"We feel that every salon we open really speaks to the neighborhood," Abramczyk noted. "The Financial District is a strong, busy working area so that speaks to our client that's down there."

— J.C.

## Fortifying Loyalty

Surprisingly, beauty is doing quite well on mobile, despite its experiential nature. According to McKinsey & Co., 60 percent of traffic to beauty retailers' Web sites is via mobile devices, as much as double from just a few years ago. During WWD's Beauty Summit, McKinsey declared that investing in mobile is key. "Make the app a part of your loyalty solution, but get the basics right," advised Sophie Marchessou, associate partner at McKinsey. "An app that just has shiny new features won't stick." Here are a few insights from the presentation. — J.C.

