

Fashion. Beauty. Business.

WWD

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NEW YORK MOMENT

American men's designers get their moment in the sun with New York Fashion Week: Men's. **Men's p. 11**

POOL PARTY

Reversibles, mix-and-match styles and cover-ups are the trends to watch at Miami Swim Week. **In Focus p. 34**

BEAUTY'S BIG DEAL

The market dissects Coty's \$12.5 billion acquisition of 43 Procter & Gamble brands. **Beauty p. 27**

Haute Audacity

Maison Margiela's **John Galiano** showed boldly in Paris – just one indicator of couture's new day.

HAUTE AUDACITY

Women of today have a duty to be selfish. VALENTINO 1985



US	\$9.99	JAPAN	¥1500
CANADA	\$13	CHINA	¥80
UK	£ 8	HONG KONG	HK100
EUROPE	€11	INDIA	₹800

The Smell Test: Aerin Rose de Grasse

5.4 The judges use descriptors like “nice,” “easy to wear,” “beautifully blended,” “uniquely crafted” and even “glamorous.” But some seemed to want more.

By PETE BORN



“This fragrance has a well-defined structure and has a very nice balance. I find this easy to wear and would be suitable for many occasions. Warm and embracing, this perfume is a welcome reminder of the roots of perfumery.”

“Innocent floral bouquet with a dash of musk.”

“Competent sour rose, indistinguishable from a million others. Would have been novel 20 years ago.”

“This beautifully blended floral is the kind of scent worn by a complex woman who inspires men to create great works.”

“Cute, very little roses. Does not diffuse at all and disappears on the skin.”

“Another little spicy fresh rose/peony, which falls down and forgets to come back. No excitement.”

“A rose is a rose is today’s skinny rose. The voluptuous rose of yore has been pruned by regulations.”

“Distinctive. Pretty feminine. Too much alcohol at the top. Very pretty and pleasing dry down. Broad appeal.”

“This scent has nice diffusion. The comforting fruit-jam effect often found in rose absolutes but little used to the fullest is here fully apparent.”

“Fresh, pretty rose. Nicely crafted but in the end rather vacuous.”



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 arablastyle.com.



Paul Austin
CEO of sensory storytelling agency Austin Advisory Group.



Karen Dubin
Founder and CEO of Sniffapalooza.



Christophe Laudamier
Master perfumer at DreamAir.



Chantal Roos
Co-creator 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 to vote.

Illustrations by Kate Copeland

Beauty Briefs



CREED Crowned Jewels

The Creed fragrance vault has been unlocked and the company is introducing what used to be Windsor as Royal Mayfair, which was originally commissioned by the Duke of Windsor almost 80 years ago.

Set to be launched on Aug. 1 at Neiman Marcus, the original formula of Royal Mayfair, which is priced at \$360 for 120 mL, opens with British gin, a heart of Duke of Windsor roses and a base of Bahamian orange.

“The fragrance is a tribute to men of all styles,” said Thomas Saujet, president of ICP. “The Duke himself took many risks when it came to his style.”

To promote Royal Mayfair, Creed has partnered with the bar Seamstress New York and its creative director Pamela Wiznitzer to create a signature drink inspired by the scent.

Olivier Creed, sixth-generation master perfumer for The House of Creed, noted, “There is such a strong affinity for this scent that we wanted it to be a gift to our loyal clientele and also allow new customers to experience it.”

—J.C.

Single Success

● On July 2, Becca Cosmetics partnered with beauty vlogger Jaclyn Hill on a limited-edition Shimmering Skin Perfector called Champagne Pop. In its first 20 minutes on sephora.com, Champagne Pop sold 25,000 units. Here is a timeline of the single stockkeeping unit’s quick hit. —JAYME CYK

#champagnepop trended on Twitter for three days and ranked number 10 in trending items.

More than 100 stores are already sold out of Champagne Pop and the official launch in-store is scheduled for Thursday.

According to industry sources, in four days, \$4 million was generated in retail sales.

Sephora reported that Champagne Pop was selling at 1,000 units per minute during the initial launch.

The hashtag #findingchampagnepop is how consumers are finding inventory to purchase, generating more than 2.5 million Twitter timeline deliveries in the first two days.

ME TIME

“All of the stores have one thing in common, which is to try to create places where time stops. Basically you walk out of your everyday rush and you can concentrate on yourself. It’s one of those rare moments where you’re allowed to be completely self-centered.”

Frédéric Malle, on his stand-alone stores and his two new boutiques in Rome and London, which open at the end of July.



NACDS TOTAL STORE EXPO Going Big

The exhibit floor will have a slightly different feel at this year’s National Association of Chain Drug Store’s Total Store Expo, slated for Aug. 22 to 25 at the Colorado Convention

Center in Denver, thanks to a 30 percent uptick in beauty and fragrance company registrants versus 2014.

The interest of beauty companies, according to Jim Whitman, senior vice president of member programs and services, proves that the attention to building and refining the meeting is not only netting a 92 percent return rate, but also attracting companies that have been waiting in the wings. E.L.F. Cosmetics is making its debut at the show, along with Me Bath Experience. Other beauty companies on board include L’Oréal, Markwins, Procter & Gamble, Maybelline and Cosnova. Two sessions, Meet the Market and Meet the Retailer, offer networking opportunities where Tom Brokaw will deliver the keynote address.

—FAVE BROOKMAN

BIOSSANCE Girl Power

To amp up its first-ever consumer beauty brand Bioissance, which launched in June, Amyris Inc. has partnered with a nonprofit organization called I Am That Girl, a global community that supports, highlights and encourages fulfillment “of the highest potential in every girl.”

Set to kick off on July 23, the collaboration will begin with the “Summer School” program, a series

of educational offerings designed to enable girls to harness their confidence. The program will include social media and other communications.

“We want to utilize the partnership by connecting scientists, innovators and technologists with the girls to help grow great leaders,” said John Melo, president and chief executive officer of Amyris. “We believe that the I Am That Girl members are the best spokespersons for our brand.”

—J.C.



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