

# COSMETIC NEWS

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AFRICA

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### Metropolitain to open two new doors in South Africa

South African niche concept store chain Metropolitain Cosmetics will open two additional outlets in 2007: one in Johannesburg, and another in Cape Town, Metropolitain founder and managing director Wilfrid Moulin tells CosmeticNews. The banner already has five points-of-sale, including the e-commerce site metropolitaincosmetics.com, which has become its fourth distribution channel in terms of sales. According to Moulin, Metropolitain turnover in 2006 reached around ZAR30m/\$4.14m.

ated to the consumer with time to browse. Low-lying thematic tables at the front of the store are designed to encourage clients to discover products. Mini institutes offer services, while a workshop area features a 'Skincare Bar' and makeup testing tables. Two-to-three pilot stores will test the concept in order to fine-tune a definitive strategy and product assortment by August, ASW Luxury Perfumes & Cosmetics division Europe ceo Hugues Witvoet tells CosmeticNews. "Marionnaud's previous 'codes' consisted only of its renowned customer service, so we had to invent the rest," Witvoet confides. Marionnaud's new concept will eventually roll out to its 566-store network in France and then to Europe and Asia. LG

## Clinique stands alone in India

Clinique stands alone in India as cosmetics do not give them the square-foot returns they need, especially with rising real-estate prices.

### Holiday sales

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### South Africa:

At multi-brand retailer **Metropolitain Cosmetics**, business performed well over the holiday selling season. Retail sales in December 2006 reached ZAR3.8m/\$548,000, a 58% increase compared with same period last year, Metropolitain founder and managing director Wilfrid Moulin reveals. Broken down by segment, 60% of sales were made up by skincare (with bestselling brands StriVectin, Dr Brandt, and Murad), 20% by makeup (Smashbox, Make Up For Ever, Lip Explosion) and 20% by fragrances (Smiley, Clean, and Inès de la Fressange).

This multi-brand company manufactures and distributes a unique marketing manager for the African and Indian markets. The company's approach is to create a unique marketing manager for the African and Indian markets. The company's approach is to create a unique marketing manager for the African and Indian markets.

With mass brands in department stores, retailers reply that returns is needed from both brands and retailers. MS