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Metropolitan adds new brands

South African specialist niche-beauty retailer Metropolitan Cosmetics will add new brands to its shelves by the end of the year. "We have just signed with several new beauty brands such as Dr Sebagh, Borba, DuWop, Comptoir Sud Pacifique, Nobile 1942, Juliette Has a Gun, Robert Piguet, Kaloo (for sun care), Clayeux, Masaki Matsushima, Jovoy, Balmain [and] Montana," Metropolitan Cosmetics founder and managing director Wilfrid Moulin tells CosmeticNews.

Metropolitan has been encouraged by successes like Eye Detox Purifying capsules by Talika or Ferox Pure Pulp by Veld's, which posted sales superior to those of StriVectin by Basic Research during its launch period, according to Moulin.

The chain now has four stores, including one in Cape Town currently closed for relocation to a bigger site in the city. Its website is being revised to include video demonstrations of products for customers lacking organized retail outlets, particularly those in countries such as Namibia, Botswana and Zimbabwe. It will be renamed Metrocosmetics.tv in December as part of the revamp.

Moulin hopes to generate sales of around R44m/\$6.03m this year, versus R30m/\$4.14m in 2006. "Today Metrocosmetics.co.za sales reach R400,000/\$54,890 per month with up to 7,000 hits a day," Moulin declares. "Some 65% of our direct sales come from the internet, while the rest is made on the phone".

Plans for 2008 include the opening of two more stores: the fourth in Johannesburg and a first in Pretoria.



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