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Chanel beauty hits the street

French luxury beauty brand Chanel opened its first dedicated beauty standalone store last month in the trendy shopping district of Aoyama in Tokyo, Japan. Designed by architect Peter Marino, it features a 23m (75ft)-wide facade of beige and black glass. With a floor space of 140m² (1,507ft²), the interior is coordinated in white, black and beige, the favorite colors of house founder Gabrielle "Coco" Chanel. The makeup area is located in a bright white space with products displayed on the wall and a central table and floor-to-ceiling mirror. The fragrances are housed in a black space where images depicting the history of Chanel fragrances are

projected on the wall. The scent corner also offers personalized fragrance consultations. Skincare is presented in a beige area featuring special sound and lighting for extra comfort.

The Chanel Aoyama store also sells the brand's "Les Exclusifs" line of perfumes, only available at select locations, in addition to previews of exclusive creations. "Customers will be able to experience here first all the newest trends from Chanel," the company says. Chanel has similar fragrance and beauty stores in Sydney, Australia and Hong Kong, but the Tokyo store marks the brand's first street-front beauty store.

The Art of Shaving enters Bloomingdale's

US men's grooming brand and retailer The Art of Shaving is expanding its presence with the opening of its first shop-in-shop at department store Bloomingdale's 59th Street flagship in New York City, US. Located in Bloomingdale's beauty department, the 35m² (377ft²) boutique space, which includes an 18m² (194ft²) 'barber spa' area, features black lacquered furniture and a black crystal chandelier, two black and chrome barber chairs and two shampoo sinks. Two master barbers offer select services. "We use barbering as a way to promote the brand and create excitement," The Art of Shaving ceo and co-founder Eric Malka tells *ICN*.

In addition to The Art of Shaving's full line

of products, the shop-in-shop offers a few other men's beauty brands such as Zirh and The Estée Lauder Companies-owned Lab Series. According to Malka, there are plans to roll out The Art of Shaving installations and corners to further Bloomingdale's locations and to expand its standalone network with three new stores in the US. The brand is also gearing up to roll out to all 200 doors of LVMH-owned perfumery chain Sephora by mid-2010, after launching in 17 of the chain's doors last October. This will bring the brand's distribution network to more than 750 US doors, from about 600 currently. In 2008, The Art of Shaving's sales increased by 24% to \$37m, of which 95% were made in the US.



Metropolitan: high-tech and luxury

French expatriate Wilfrid Moulin and his wife Melissa Brown are redefining the experience of luxury with their third and newest Metropolitan Cosmetics store in the new open-air Melrose Arch Piazza complex in Johannesburg, South Africa.

The store, which opened on March 30, boasts 70m² (753ft²) of retail space. Flat LCD TV screens, gleaming white shelves and drawers with chrome fittings give it a clinical, space-age feel. In the center is a wide island and expansive counter, which Moulin likes to think of as a "test-lab, or even better, an anti-aging pod". Here customers can get a beauty boost, a 10 to 15-minute treatment from trained staff.

"It's beauty *à la carte*, with a menu. The customer has a choice of any number of sessions, like a quick facial or a sniff of oxygen. We also serve antioxidant drinks," Moulin says. The beauty boost treatments are in response to the fact that Melrose Arch is a mixed-use complex that combines office and residential space with hotels, restaurants and shops, he explains.

A wrought-iron staircase leads to the mezzanine level where a qualified skin technician awaits for more high-tech treatments such as LPG Endermologie. The store carries brands including Dr Brandt, Dr Murad, Dr Sebagh, Euoko, Obagi and Zelens. ■