

Resiliency Seen at Fragranze

FLORENCE — Executives at beauty trade show Fragranze said Europe's niche beauty industry remains resilient in the shaky economic picture.

Pitti Immagine's seventh edition of the event, which ran Sept. 11 to 13, accommodated 160 brands (up from 110 brands in 2008) in a new, cavernous space: Florence's old train station, Stazione Leopolda. Visitor numbers were up 35 percent from last year to 1,700, and Fragranze's last day was open to the public.

Many of the distributors, creators and retailers that attended the show forecast a sunny close to 2009.

"Customers are coming back to what is real, especially in cosmetics and fragrance, and that's where we as a particular beauty industry have something to offer them," said Celso Fadelli, chief executive officer of HI Intertrade Europe. He added, "We are enjoying the effect it's having on our market." Fadelli's company expected a 10 percent gain in turnover for 2009. The firm bolstered exports to 40 countries this year, and exports now total 55 percent of the company's total turnover of 10 million euros, or \$14.7 million at current exchange.

HI Intertrade Europe's portfolio includes 20 beauty brands. At Fragranze, the firm launched The Hype Noses, its own line of candles crafted



The scene at Fragranze.

from vegetable wax. The candles have a thick wooden wick, which when burns, crackles like a wood fire.

"It's a multisensory product and that's what we aim to do elicit, an emotion from the consumer," said Fadelli.

Alessandro Gualtieri, the nose behind the fragrance collection Naso Matto, spoke to visitors at HI Intertrade Europe's stand about his creations. Gualtieri, who resides in Amsterdam, recounted how it took him three-and-a-half years to come up with his latest launch, Black Afgano, which is inspired by hashish.

Eau d'Italie founders Marina Sersale and Sebastián Alvarez Murena were also at Fragranze. Among new projects in the works for their fragrance brand are a floral scent expected to be launched next spring, a line of candles and a packaging redesign that features more luxurious details, according to Alvarez Murena. Eau d'Italie recently expanded distribution to Australia and France.

"We are surging ahead for 2010," said Alvarez Murena.

Bakel, a skin care line formulated with pure active ingredients and without petrochemicals or sulfates, attended Fragranze with Italian distributor Tekmind. Bakel founder Raffaella Gregoris said the line was recently launched in the U.S. where it will be exclusive to 14 Space NK stores for 18 months.

"We are excited about the prospect of working with them as they are giving us the space to explain the product," said Gregoris. The 10-item line of antiaging fluids and cleansers is to also roll out to 60 Space NK stores in the U.K. beginning

HI Intertrade Europe has launched candles.



Celso Fadelli



Naso Matto's Black Afgano scent.

in February. Gregoris added Bakel's sales have increased by four times since its launch last October.

Tekmind represents five beauty brands in Italy and Monte Carlo, including Perricone MD and Glominerals. President Salvatore Di Salvo said the Italian market has embraced selective beauty brands because "women like to have beauty products explained to them and, with these sort of products, there is a story to tell."

Exhibiting at the show for the first time was retailer and distributor Guido Wetter. Wetter is owner of Profumo, a niche perfumery located in Milan's Brera district, and is also developing a niche beauty distribution firm, called Profumimport.

For Fragranze, Wetter hosted three perfumers behind brands distributed by Profumimport in Italy: Monia di Orio, Andy Taur and Olivier Rubano.

"Both businesses are growing," said Wetter, who added, "I make a point to really know my clients, and I understand how to advise them from having my own store."

Wetter said Fragranze's success reflected the industry's bright outlook.

"The day open to the public was fantastic, people talked to the perfume creators in our stand and really discovered their fragrances — that's a wonderful thing for our sector."

— Stephanie Epiro

Body Shop in Colombia Talks

LONDON — Ethical cosmetics pioneer The Body Shop and charity Christian Aid will hold talks today regarding a wrangle between Colombian farmers and a consortium that allegedly pushed for their eviction to make way for a palm oil plantation.

CI Tequendama, a subsidiary of Daabon Group, which supplies palm oil to L'Oréal-owned The Body Shop, was part of a consortium, which applied to a court to have people occupying land it had acquired dislodged. According to Christian Aid, which is supporting the farmers' attempts to have the ruling overturned, the farmers had claimed ownership of the land under Colombian law prior to its acquisition by the consortium. Daabon maintains when the consortium bought the land no formal claims had been made. It also said there were no signs the land was occupied at that time.

Fred Farrugia Shows His Stuff

PARIS — Makeup artist Fred Farrugia is back in the spotlight, with a highly creative, personalized color cosmetics collection just launched exclusively in Sephoras throughout France, Italy, Spain, Portugal, Poland, Turkey and Hong Kong.

In the eponymous line by Lancôme's former artistic director for makeup, products are packaged in individual white elongated trays, which can be clipped together and stacked. When in use, the compact forms a fanlike shape. The portable, streamlined packaging was created by Ora-Ito.

Bespoke palettes are concocted from the 104 color cosmetics "modules" available. These include correctors, blushes and foundations in various textures.

For the eyes, hues come in duos that may be worn apart or mixed. There's also mascara in cake form. Lipsticks are paired with transparent or "scintillating" glosses, and moisturizing lip balms figure among products for the mouth.

Prices in France range from 15 euros, or \$22 at current exchange, for the First Kit that comprises a top, mirrored base and holder. The First Kit and three makeup modules or more go for the price of the modules (which run at 20 euros, or \$29, apiece), plus 1 euro, or \$1.50. A Full Set — with a top, mirrored base including an area for accessories, the accessories and a holder — runs at 40 euros, or \$59.

Sephora keeps ramping up its exclusives. To fete Make Up For Ever's 25th anniversary, for instance, the perfumery chain will introduce some limited edition gift sets in its European and U.S. doors starting at the end of October or early November: Best of Make Up For Ever includes Smoky Lash Mascara, Aqua Eyes liner, Sens'Eyes cleanser, HD High Definition Primer and HD High Definition Powder. It will sell in France for 45 euros, or \$66. Dany's Brush Set, with five makeup brushes, is to retail for 50 euros, or \$73.

Sephora has also teamed with Paris' Crazy Horse cabaret to create a limited edition line of color cosmetics and accessories, which will be sold (in both locales) starting mid-November. Products include false eyelashes for 11 euros, or \$16, and a lipstick for 14 euros, or \$20.

— Jennifer Weil



A Fred Farrugia palette.