

A SPECIAL EDITION OF **WWD**

BEAUTY INC



26 BIG THINKERS
REIMAGINING
TOMORROW

WHAT'S NEXT IN
THE WORLD
OF WELL-BEING

INFLUENCER 3.0:
BEYOND HUMAN

THE INNOVATION ISSUE

AGILITÉ BEAUTÉ ROCHET

HOW **LUBOMIRA ROCHET** IS DRIVING L'ORÉAL'S DIGITAL REVOLUTION

THE PATH FIND ERS

FROM TEXT-BASED COMMERCE TO PRODUCT CREATION, 26 PEOPLE IN BEAUTY WHOSE INNOVATIONS TODAY POINT THE WAY TO TOMORROW.



COURTNEY ADELEYE

FOUNDER AND CEO,
THE MANE CHOICE

● **When it comes to innovating hair-care categories, she's a natural.**

CULTURE OF CREATIVITY: Iron sharpens iron, so I highly encourage team collaborations. Collaborative exercises and brainstorming tend to spark innovative ideas—especially when assembling groups of people of different ages, genders and ethnicities that come from different backgrounds, and whose strengths and weaknesses vary. There are no wrong answers or ceilings, as that can suffocate creative energy and ideas.

OUTSIDE INSPO: My mother. She was a single mom, who took care of my three sisters and I with very little help. She instilled in us the value of family, confidence and an impeccable work ethic.

FUTURE IMPACT: The Internet and social media have already had an impact on beauty. Beauty used to seem far away and untouchable. People feel more connected, which makes beauty more tangible.



EMELINE BERLIND

SENIOR DIRECTOR
OF MARKETING, NEW
BUSINESS, CONTENT AND
COMMERCE, SEPHORA

● **A cross-channel, content-driven, commerce-savvy triple threat.**

CULTURE OF CREATIVITY: Getting outside always helps me generate new ideas. Grabbing coffee or having a “walking touch base” puts your brain in a different space. And morning run is some of my best thinking time.

OUTSIDE INSPO:

My kids inspire me with the fresh ways they experience the world. They are constantly asking “Why,” which forces me and my husband to re-examine our assumptions. Asking “Why” is a powerful tool to break through to new thinking.

FUTURE IMPACT:

AR's impact on the beauty industry has only just scratched the surface. The ability to show how to create a look or use a new product using AR is still in its infancy. Maybe someday we will be able to purchase wearable tech that you can program to show the colors you want that day.



MARITA BURKE

CREATIVE DIRECTOR,
MECCA

● **The mother of all beauty junkies who's made Mecca the holy grail of experiential retail.**

CULTURE OF CREATIVITY: We have a lot of “what if?” moments. What if we created a festival? Or a brand? Or we became a publisher? Dropping an idea and allowing the business to own the development of the idea and turn into something really special has worked well for us.

OUTSIDE INSPO:

The world of fashion is such a creative force. It's constantly changing and reinventing itself and it's incredibly competitive. I also draw great inspiration from how Nike designs, collaborates, markets and activates in-store.

FUTURE IMPACT:

The role of community is getting stronger and stronger. Our customers have moved from just shopping with us to collaborating with us (Mecca beauty junkies), partying with us (at MeccaLand and at our store openings), marketing with us (word of mouth) and educating us—whether telling us what brands we should introduce or what



TIFFANY MASTERSON
FOUNDER, CHIEF CREATIVE OFFICER, DRUNK ELEPHANT

● **Cleaning up in beauty in more ways than one.**

CULTURE OF CREATIVITY: I always think of things backward and I never follow trends. I'm not in the beauty industry, in fact I live outside of it, so I really think of everything in terms of being a consumer and satisfying my own needs and wants. I develop products based on what I'm missing in my routine so each one feels like a very natural addition to the line.

OUTSIDE INSPO: Nike and Apple have that cool factor that cannot be replicated. They deliver on innovation and style and they are exciting...I have a lot of respect.

FUTURE IMPACT: The concept of bio-compatible skin care will change the beauty industry forever. This is about letting the skin do what comes naturally to it and feeding it what it can absorb, recognize, process and benefit from. It is one step further than 'clean' skin care and it takes into consideration the health of the skin organ and its acid mantle, the protective barrier that should be respected.



DENNIS MCENIRY
GLOBAL PRESIDENT, THE ESTÉE LAUDER COS. ONLINE

● **The e-commerce czar who's built a global digital network for the prestige giant.**

CULTURE OF CREATIVITY: I travel with my team to large and small markets alike. We immerse ourselves in the local culture to better appreciate how women experience prestige beauty around

the world. We've created a culture of diversity of thought where all ideas are welcome in our online offices and all team members truly contribute. My teams are trendspotting, scouting expert speakers, hosting café discussion sessions and fostering innovation constantly.

OUTSIDE INSPO: I'm inspired by anything creative, but especially music, both live and recorded. I also love streetwear, and I'm a self-proclaimed sneakerhead.

FUTURE IMPACT: The mobile phone continues to drive fundamental change around the world, especially in emerging markets. It's the platform where all tech companies large and small are focusing their innovation. Coupled with the deployment of 5G and other superfast networks, mobile will change people's lives in the next five years in ways we have only imagined thus far.



PAT MCGRATH
MAKEUP ARTIST, FOUNDER AND CEO, PAT MCGRATH LABS
● **Creative genius unleashed.**

CULTURE OF CREATIVITY: Never. Turn. Off. In real life and online I want to see and learn everything. Always be curious. Keep. Hitting. Refresh. Always keep your eyes open to everything.

OUTSIDE INSPO: EVERYONE. Everything can teach you new ideas. I've been fortunate to work with some major fashion legends, from photographers, editors and designers, but now I can also interact with so much talent online. If life inspires you, you can bounce off what's around you.

FUTURE IMPACT: Social media has revolutionized the beauty world. For the first time ever, beauty junkies are able to connect at the speed of light. I share looks, tips and techniques straight from the runway, fellow addicts

reimagine them in real time and this divine web of connectedness completely transforms the way we all communicate. It has also empowered collaborations in more ways than ever. I've found the most divine illustrators and artists and faces from all over the world. Not to mention, it forces brands to be more accountable to their fans because the modern beauty junkie expects transparency in every way. They demand to know the truth and technique behind every look and product; their voice is reshaping the world of beauty and shifting it into a whole new dimension.

McGrath often taps UGC for packaging.



CLARA MOLLOY
COFOUNDER AND CREATIVE DIRECTOR, MEMO INTERNATIONAL



JOHN MOLLOY
COFOUNDER AND PRESIDENT, MEMO INTERNATIONAL
● **Fine fragrance as you've never seen it before.**

CULTURE OF CREATIVITY: Creativity comes when you least expect it, but you must be open to receive it. It doesn't come from the inside but from the outside. I have to feel free as a bird. Pressure or routine do not work for me. Losing my

time, forgetting where I am and why I am there, being curious about anything that isn't related to work, walking, talking to my cat, looking at art, making art... these all give me a fresh mind. In the end, the process is not very different from finding a boyfriend: don't go looking for him.

OUTSIDE INSPO: I really admire the Japanese artist Takeshi Kitano. I love his modesty, his subtlety. His best movies are those that you can never predict what will happen next. He also invented a comic improvisation style and called himself Beat Takeshi. I'm still looking for my second name, but I love the idea that you can have different personalities. I'm fascinated by the fact that he also designed a video game, that he sings well and wrote 50 poetry books. I'm amazed by people who have no limits and who create their own world around them.
—Clara Molloy

FUTURE IMPACT: Door-to-door delivery and a fully digital shopping experience have already been game-changers in a lot of industries. Amazon has been changing the world, and we are just at the beginning of it in this sector.



COLETTE NEWBURY AND MARK CURRY
COFOUNDERS, BE FOR BEAUTY
● **Faster than a speeding (lipstick) bullet.**

CULTURE OF CREATIVITY: We start at yes. Most businesses start at no and convince themselves otherwise through traditional processes and thinking. Starting at yes challenges everything and naturally gets you to white spaces... and in our case...fast.

OUTSIDE INSPO: Music is a daily inspiration in our office and is subsequently the DNA of the business. Jay Kay from Jamiroquai is our musical mascot for his quirk, style and beats.



Dirty Lemon's pop-up.

FUTURE IMPACT: We believe in fast beauty as a concept, as a means to deliver solutions to consumers as their wants, needs and expectations continue to accelerate and change. With this, AI technology alone, in enabling understanding patterns and trends faster, anticipating consumer behavior and predicting production and sales patterns, will enable the right products to hit the right customers as efficiently as possible.



ZAK NORMANDIN
COFOUNDER AND CEO, DIRTY LEMON BEVERAGES
● **Serial entrepreneur whose latest venture ushers in the era of SMS-based commerce.**

CULTURE OF CREATIVITY: I'm most creative when I can step away from the chaos of the day and spend time in my head without distractions. I like watching people, exploring new places alone, reading the newspaper, riding my bike—anything where I can spend time alone in my head. Also, I've found that sleep is one of the most creatively stimulating activities. Some of my best ideas have come from dreams.

OUTSIDE INSPO: I've always been intrigued by subcultures. Secret societies, gang culture, magic, the punk movement—the commitment to a craft or lifestyle is inspiring in a world where styles and trends change quickly.

FUTURE IMPACT: Augmented reality will lead way to a new world where

makeup and fashion can be artificially simulated in real life without physically changing your look or appearance. Your view of a person will be viewed through a lens that can quickly change according to user preference.



CARLA OATES
FOUNDER AND DIRECTOR, THE BEAUTY CHEF
● **Where inner and outer intersect.**

CULTURE OF CREATIVITY: I find inspiration everywhere—in art, design, nature, in research journals, in natural medicine and in the kitchen. I love experimenting with foods and recipes and am fascinated at how what we eat has such a profound medicinal effect on our bodies. Walking also really helps to boost my creativity, and focus and stay productive throughout the day. While on a walk I find clarity of mind and often come up with new creative ideas for the business. Solutions to problems often come to me, too, so when I get back to work, I have my key tasks set as well as a renewed energy to get them done.

OUTSIDE INSPO: I'm most inspired by people who live and lead in a positive way, breaking down barriers, which allows other people to benefit.

FUTURE IMPACT: Both in terms of inner beauty and topical skin care, the use of probiotics as an ingredient will continue to gain momentum. While they have been a bit of a buzzword in the