

Credo Beauty's Top Products in December

Body care brands and skin care-infused offerings across categories are seeing outsized growth at the retailer. **BY NOOR LOBAD**

"Skinification" is in full force at Credo Beauty.

Body, hair care and makeup products which offer skin care benefits are on the uptick at the retailer, which onboarded a record-high number of body care brands in 2023 including Necessaire, microbiome-focused Iota and refillable brand Uni.

"All of our categories have been in a healthy place for the second half, but what stands out is the growth in body year-over-year," said Elizabeth Albrecht, senior merchandise manager at Credo, adding that brightening products and liquid exfoliants have seen particular momentum within the category.

Albrecht also pointed to the prominence of "tried-and-true favorites" – for example, Ilia's overnight lip treatment – which have surged in momentum thanks to more nascent trends, like the rise in lip care.

Jennifer Anniston's Lolavie has "risen through the ranks nicely" since joining the retailer's assortment last summer, as has fellow newcomer Arey, which targets aging hair. "We didn't see [them] cannibalize the business because we're launching brands that address unique hair care concerns," said Albrecht, adding that the mounting number of brands which meet Credo's long-held clean standards – Circana reports "clean" beauty sales grew 22 percent in 2023 to \$5.9 billion, with makeup being the fastest-growing segment – has prompted the retailer to further evolve its merchandising approach.

"We're thinking about what's beyond [clean] – do you have patent-pending ingredients or formulas, is your sustainability approach above and beyond what else is out there from an innovation standpoint? We want to add brands that are truly outside of the box and innovative," she said.

The strategy appears to be paying off in carving out Credo's lane in the beauty retail realm, with Albrecht adding that three of December's top-performing products – Follain's eye cream, Gen See's mascara and Arey's scalp serum – are Credo-exclusive offerings. "In years past, these [top product] lists have skewed more toward offerings you can buy at other major retailers; December felt more tailored and specific to our customer."

The retailer, which added five new stores in 2023, will continue its rapid brick-and-mortar expansion into 2024 – including a first location in a yet-to-be-revealed state during the first half.

Credo's key product categories, and a bestselling stock keeping unit within each for the month of December.

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Eye cream
Follain
Firm + Brighten
Eye Cream,
\$36



Cleanser
One Love
Organics
Botanical B
Cleansing
Oil + Makeup
Remover, \$42



Facial cream
Marie
Veronique Multi
Retinol Night
Emulsion, \$135



Serum
Ursa Major
Mountain
Glow Serum,
\$84



Lip
Ilia Lip Lip
Wrap
Overnight
Treatment,
\$26



Eye makeup
Gen See
Spectator
Sport Mascara,
\$23



Complexion makeup
Westman
Atelier Vital
Skincare
Complexion
Drops, \$68



Body
Necessaire
The Body Wash,
\$25



Hair care
Lolavie
Restorative
Shampoo, \$59



Scalp care
Arey To
the Root
Serum, \$54.66



Hair styling
Sienna
Naturals
Dream Curl
Cream, \$28



Billie and Jameela Jamil Join Forces

The shave brand's new campaign reprises an infamous movie scene to promote its new body care collection.

BY NOOR LOBAD

Shave brand Billie has tapped "The Good Place" actress and activist Jameela Jamil for its latest campaign.

Inaugurating its new body care collection, the campaign offers an empowering spin on Julia Stiles' beloved poem scene from the 1999 film, "10 Things I Hate About You," in which Jamil confronts exploitative beauty marketing tactics.

"We wanted to rewrite the poem and use it as our vehicle for our message, which is to encourage women to reject the kind of messaging you see too often in the world

about finding your body's flaws and this mindset that you need to 'fix' your body," said Billie cofounder Georgina Gooley.

Interpolating scenes of an adolescent Jamil navigating the body care aisle with those of her airing out her grievances with the beauty industry to a high school classroom, the campaign's ethos aligns with that of brand's new collection, which offers targeted care depending on a customer's skin needs and ranges from \$8 for body wash to \$13 for roll-on gel AHA deodorants.



Granado Goes Stateside

The Brazilian beauty brand has opened the doors to its 300-square-foot New York boutique. **BY NOOR LOBAD**

New York's Madison Avenue has a newcomer.

Brazilian beauty brand, Granado, has opened a new 300-square-foot boutique where consumers can shop an assortment of its signature perfumes, bath and body products and home fragrances.

The shop is Granado's seventh international store – the 154-year-old Puig-backed brand has opened outposts in Paris,

Lisbon and London, all within the last decade – and aims to bring Brazilian perfumery to the U.S. consumer in an experiential way.

"We always wanted the U.S. to be our first [international] stop – it just naturally happened that our international base became Europe," said director of marketing Sissi Freeman, adding that international expansion has proven fruitful in growing the brand's fragrance business – a key priority for the company.

Fragrance sales comprise 20 percent of Granado's business in Brazil, versus 54 percent of sales abroad, a disparity that can largely be attributed to the brand's wholesale distribution of its bar soaps in its home market. "Because of that, it has been a project of dissociating our image from bath and shifting more toward fragrance," Freeman said.

To further support its performance in the fragrance category, the company is focused on rolling out tailored offerings to each of its markets.

"In Brazil, our fresher fragrances do well; in Europe we're seeing the woody scents are performing, and the U.S. consumer is a little bit more fruity and floral," Freeman said.

To commemorate the U.S. expansion, Granado is introducing a tonka bean-scented candle ("tonka is the Brazilian vanilla," said Freeman), retailing for \$50; the brand's dye-free perfumes will be available at the store for \$135 per 75-ml. bottle.