

A SPECIAL EDITION OF **WWD**

BEAUTY INC

THE 2019 AWARDS ISSUE



THE FABULOUS MR.F.

**FABRIZIO FREDA MARKS
A DECADE OF GROWTH**



ADRIAN JOFFE

Creates a Retail
Revolution

BODY IN MOTION

What's New in Skin Care

A GOOD EGG

Evelyn Wang Chickens Out



THE 2019
**BEAUTY INC
AWARDS**

HONORING THE YEAR'S POWER PRODUCTS,
BREAKTHROUGH BRANDS, INNOVATIVE
THINKERS AND RETAIL REVOLUTIONARIES

BY JENNY B. FINE, ALLISON COLLINS, ELLEN THOMAS AND ALEXA TIETJEN

THE PETE BORN
IMPACT AWARD

BRAND OF THE YEAR

MARKETING CAMPAIGN

TRANSFORMATIONAL
DEAL OF THE YEAR

DIGITAL INNOVATOR
OF THE YEAR

PRODUCT OF THE YEAR

INDIE OF THE YEAR

THE FOUNDER'S AWARD

THE WELLNESS AWARD

RETAILER OF THE YEAR

DISRUPTOR OF THE YEAR

CORPORATE CITIZENSHIP

LAUNCH OF THE YEAR

BRAND BUILDER
OF THE YEAR

NEWCOMER OF THE YEAR

INFLUENCER OF THE YEAR

NEWSMAKER OF THE YEAR



PRODUCT OF THE YEAR

PRESTIGE HAIR CARE

BRIOGEO BE GENTLE, BE KIND

**Banana + Coconut
Nourishing Superfood
Shampoo and
Conditioner**

Briogeo was an early player in clean beauty and prestige hair care, and it capitalized on its first-mover advantage in 2019 with the launch of Be Gentle, Be Kind Banana + Coconut Nourishing Superfood shampoo and conditioner, which shot to the top ranks of Sephora bestsellers—across categories—during the first week of launch. No wonder private equity firm VMG—an early backer of Drunk Elephant—made a minority investment in the brand in July. “We’ve created a link between how we think about health and every day hair care,” said founder Nancy Twine. “Even though white space is harder to come by, it challenges me to think outside of the box about inspiration to drive thoughtful innovation going forward.”

Styled by Chelsea Voipe at Honey Artists