

Up & coming brands

Creative concepts

A profile of six brands to watch out for

Gallinée**Headquarters:** London, UK**Launched:** 2016**Price:** £11.90 - £34.90 (\$16.60 - \$48.70)

Gallinée is a skincare brand based on microbiomes that promote healthy skin. It comprises five face and bodycare products for sensitive skin and was founded by pharmacist Marie Drago.

Why it's interesting: "We want to be the first skincare brand to take care of the skin and its cutaneous ecosystem, the microbiome," says Gallinée founder Marie Drago. Her interest stems from a personal experience with auto-immune diseases and reactive skin, and the benefits of preserving the 'good' bacteria or microbiomes that are part of the skin's ecosystem and protective functions. The products feature a patented complex of prebiotics, probiotics and lactic acid to help nourish and support the skin's good bacteria, as well as high concentrations of active ingredients that respect the skin's sensitivity. Formulas are also pH neutral and are free from ingredients like SLS or soap.

Strategy & upcoming plans: The brand is sold in 26 points of sale in the UK and France, in pharmacies, Wholefoods, and the Harvey Nichols and Le Printemps department stores, as well as in boutiques in Ireland, Spain and Australia. At the end of January Gallinée announced that Unilever Ventures had acquired a minority stake in the brand. With Unilever's investment, the brand hopes to develop its online business, which represents 50% of its sales, and pharmacy distribution. It is also looking to expand to new markets in Europe and the US. Upcoming products involve new lines, including body and haircare ranges, reveals Drago.

**Planted in Beauty by Well Within****Headquarters:** New York, US**Launched:** 2017**Price:** \$65 - \$200

Planted in Beauty by Well Within is described as the next level natural and wellness beauty brand. It was created by former La Prairie executives Lynne Florio and Renée Tavoularis.

Why it's interesting: Planted in Beauty by Well Within embraces a holistic approach to wellness spanning beauty, nutrition and lifestyle. The Well Within online destination offers content and services like health coaching. The beauty offering includes a seven-sku natural-based Ecocert- and Cosmos-certified skincare range, which features the highest level of certified organic ingredients, say the founders. "Our overarching theme is that if it doesn't exist in nature it is not in our products," says Tavoularis. The company also underscores its integrative approach with vegan, cruelty-free and EWG transparency certifications, and the formulas are made to comply with international regulatory guidelines. "This gives our consumers full assurance that what we say about our products is truly what our products represent," says Florio.

Strategy & upcoming plans: Currently sold online on its own website and on the Neiman Marcus website, the brand is looking to roll out to other channels and retailers that fit with its wellness positioning, say the founders. The founders are also developing the concept to make it a full-service brand, launching new products including a nutritional inner and outer beauty supplement this year, followed by more beauty products, including make-up.

The Harmonist

Headquarters: Los Angeles, US

Launched: 2016

Price: €75 (candle) - €215 (50ml EdP); 50ml fragrance refill: €115

The Harmonist is a fragrance brand inspired by the Feng shui philosophy. It is positioned as a luxury, environmentally conscious brand with a personalized approach to scent. It was created by Uzbek diplomat and philanthropist Lola Karimova-Tilyaeva.

Why it's interesting: The Harmonist's 10 fragrances inspired by Feng shui are said to be olfactive echoes of the five elements (water, wood, fire, earth and metal) and their two sides of yin and yang. The brand claims to help the consumer find their dominant element and the fragrance that matches what they are looking to achieve at that moment in a bid to create a more harmonious state. The fragrances, distributed in the brand's two boutiques (in Paris and Los Angeles), in a handful of doors in Europe and on The Harmonist website, are sold according to what the company calls a 'personal selling ceremony'. For example, upon entering the boutique, the consumer is brought into a room and invited to a blind smelling of the fragrances. The shopper is then taken to a second room where the concept is explained, and finally to a third room, where they undergo a personalized consultation to determine their dominant element and the corresponding fragrance based on questions and on information such as their date, time and place of birth.

The fragrances were created by Givaudan perfumer Guillaume Flavigny. The bottles can be refilled and the brand claims that its packaging can be recycled. It also has a line of candles.

Strategy & upcoming plans: The Harmonist is looking to open more boutiques in cities such as London, New York and Dubai, while developing its online business. It also plans to roll out to niche perfumeries and concept stores. The brand has run print ad campaigns in magazines such as *Vanity Fair* and *Vogue* and also plans to build awareness through non-traditional marketing, such as art installations. The Harmonist may also expand to other categories such as skincare.



Chado

Headquarters: Geneva, Switzerland

Launched: 2016

Price: CHF27 - CHF80 (\$29 - \$85)

Switzerland-based Chado is described as a multi-functional, easy-to-use professional make-up and skincare brand designed to help enhance natural beauty, and also treat the brows, lashes and skin. It was created by Sylvia Rossel.

Why it's interesting: Chado products are likened to creating a painting, and used for balancing the face as well as treating the skin, lashes and brows. The formulas are free from parabens and cruelty-free, and feature a patented biotechnology, PhytoCellTec Malus Domestica™ based on stem cells from a rare Swiss apple, which is said to provide an anti-aging and cell revitalizing action. Innovations include a brow powder that can be used as an eyeshadow or kohl liner, and a micellar gel with beveled applicator for accurate erasing.

Strategy & upcoming plans: The brand is currently available in six markets: Switzerland, France, Russia, Armenia, Germany and the UK. It is sold mainly in department stores, including Le Printemps in Paris, Le Bon Génie in Geneva and Tsum in Moscow. Building on its treatment positioning, the brand is also present in spas and it has created a Spa du Sourcil menu and products dedicated to the brow for both women and men. ■■■



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