

# The Dandy Dandy Manager is wafting

A romantic breeze is wafting through men's wear, fanned by Alessandro Michele at Gucci.

M Agenda p.35

## **HAUTE HEAT**

No economic blues for Paris couture houses, as they prep for their biggest spenders.

Feature p. 52

"I believe in breaking rules... I want to get rid of the old system." DONATELLA VERSACE

# RICCARDO'S DONATELLA

Donatella Versace models for Riccardo Tisci and Givenchy.

Fashion p. 15

# BUBBLE, BUBBLE

How much is too much? Finding the true value of fashion's tech set.

Feature p. 58



CHINA ¥80 HONG KONG HK100





Master perfume

# **Beauty**Briefs



and one for firming.

priced at \$39 each.

containing 24-karat gold

flakes with a brush applicator

"Devices are growing faste

than professional skin care,"

noted Tera Valdez-Peterson,

chief executive officer of

NuFace, adding that the

company continues to see

double-digit sales growth.

This year, it's up 52 percent

and has grown 57 percent

in the professional channel.

"There's more awareness for

- JAYME CYR

the category and the brand."

# An Electrifying 10 Years

It's been a decade since NuFace came onto the market and to celebrate its milestone, the company is

going for gold, literally. In September, the compa will unveil a limited-edition version of the NuFace Trinity in black with gold spheres \$349, and the mini in white with rose gold spheres, \$225. Also, it will launch two ael primers, one for brightening

A SWEET SPOT

"I spend a lot of time with a lot of sweaty guys on the football field, and let me tell you, that makes me appreciate fragrance more than the average guy."

Victor Cruz, wide receiver for the New York Giants and the face of Hugo Boss.

# **Beauty Boost**

 While the industry was abuzz about Target and CVS Health's deal, CVS also showcased a new front-end presentation with an elevated beauty presence. One hundred fifty high-volume urban locations will be the first to sport the upgraded experience.

The beauty mix is set to include more natural and clinically backed items. The changes include not only more premium products, but also making more of a specialty store ambience. Examples include easier-to-browse displays and bold end-of-gisle displays to highlight innovations.

The retail environment in mass has been pinpointed as a reason for sluggish sales. CVS executives noted the strategy reflects learnings from its ExtraCare loyalty program and its focus on personalization.

CVS executives said that they are customizing store locations and formats to the communities they serve as well as prioritizina individual shopper preferences.

- FAYE BROOKMA



# Keep Calm and Namaste

 Beauty for yogis by yogis is the best way to describe Yuni, a new skin, body, hair and aroma brand that is meant to enrich one's voad practice beyond the mat.

Launchina in July at

Yunibeauty.com, Yogaworks Credo Beauty and select stu dios. Yuni was developed by Emmanuel Rev. who helped spearhead the development of Aveda as a sustainable. and profitable alobal player. Made up of 13 stockkeeping units and priced from \$12 to \$29, the line, which includes natural ingredients, encompasses convenience, pleasure and memory. For example, the

memory aspect has to do with the product's aroma. "We believe [yoga is] a health routine for people," declared Rey. "Not only physically, but mentally and

spiritually."

Makina an Entrance

Beauty executive

Guillaume Jesel had a very good week. On Tuesday, he was named senior vice president and global general manager of Lauder-owned He also got votes of brand Tom Ford Beauty. On Wednesday, Jesel was confidence from both his onstage at Lincoln Center, bosses: Tom Ford, president

picking up two Fragrance and chief executive officer of Foundation awards on behalf Tom Ford International and of his new brand - for best John Demsey, group president men's luxury and women's of the Estée Lauder Cos Inc. luxury Fragrance of the Year "Through [Jesel's] tenure

at Estée Lauder and his career, he has agined a profound understanding of the global beauty industry." Ford said, "His experience wil be invaluable as we launch in China and continue to build our beauty business internationally."

Added Demsey: "Guillaume has had a major impact on the brand in a short time, and we are confident that his leadership skills and his experience in the world of cosmetics will help this brand grow into a powerhouse."

- JULIE NAUGHTON



# **Growth Spree**

Not many nail salons can say that The New York Times article "The Price of Nice Nails" affected their business in a positive way

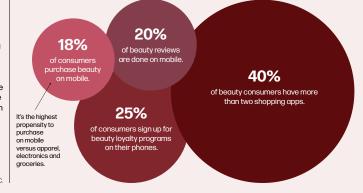
Tenoverten is the exception and is rapidly expanding. In September, the nail salon will venture out of Manhattan to Austin, Tex., to the South Congress Hotel. Also, it will open its fourth location in New York, in the Financial

District in November. The 2,600-square-foot space will be its largest outpost yet, complete with offices wo treatment rooms for waxing, a conference room for private events or business meetings and a small retail shop at the front of the store. And if that's not enough cofounders Nadine Abramcvk and Adair Ilvinsky have their eye on Los Angeles and Houston to open salons.

"We feel that every salon we open really speaks to the neighborhood," Abramcyk noted. "The Financial District is a strong, busy working area so that speaks to our client that's down there."

# **Fortifying Loyalty**

• Surprisingly, beauty is doing quite well on mobile, despite its experiential nature. According to McKinsey & Co., 60 percent of traffic to beauty retailers' Web sites is via mobile devices, as much as double from just a few years ago. During WWD's Beauty Summit, McKinsey declared that investing in mobile is key. "Make the app a part of your loyalty solution, but get the basics right," advised Sophie Marchessou, associate partner at McKinsey. "An app that just has shiny new features won't stick." Here are a few insights from the presentation. - J.C.



How would you rate the fragrance? Visit

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