

# christmas review 2008

by imogen matthews

**Christmas 2008 on the high street was quite unlike any other year. No-one knew from one day to the next what to expect, leading to a lot of nervousness and uncertainty amongst the retailers and suppliers. Consumer confidence took knock after knock, starting with the collapse of US bank Lehman Brothers in September, crashing stock markets, plummeting interest rates, drastically weakened sterling and bank bailouts. Whatever the Government tried to do to stop the rot, including lowering VAT to 15%, seemed to have zero effect, making many feel extremely despondent**

But Christmas is a date in the calendar that no amount of doom and gloom can prevent happening. People want to celebrate, perhaps more than ever, and they will continue to buy gifts for their loved ones. "Perfume, and health and beauty products in general, are certainly less vulnerable than some other retail categories," comments Verdict Research senior retail analyst, Carol Ratcliffe. She does point out, though, that retailers still faced significant pressures. "Consumers are still shopping, but they are becoming more selective about what they buy and retailers need to work harder to convince customers to shop with them and buy their goods. This applies to perfume as much as any other sector." Discounting on the high street was widespread. Thankfully, for prestige beauty the discounts were never as deep as 70% as recorded in some retail categories. The effect was to make consumers hold off buying presents as late as possible, just in case a better offer came along. One day extravaganzas from Debenhams and Marks & Spencer definitely had people flocking into the shops and many other beauty retailers benefited from increased footfall. But it seems this wasn't enough. According to Experian's Footfall Index, national footfall figures were down 1.1% for the eight weeks run up to Christmas. Mark Mullally, from Experian said in a statement: "Post-Christmas sales have traditionally

been employed as a tactic to help retailers get rid of excess stock, but this year the sales constitute the primary retail activity of the season. Despite many retailers advertising pre-Christmas sales, shoppers here remained cautious right up to the end of the year." As always, there were winners and losers. Sadly, the closure of fragrance retailer Passion for Perfume came right at the end, leaving some suppliers out of pocket and one fewer retail competitor for fragrance. Some maintain there were too many fragrance retailers at the discount end of the market. On the positive side, Debenhams, The Perfume Shop and John Lewis, all had a fantastic Christmas in prestige beauty, proving that by working tactically and understanding customers' needs, it is possible to buck the trend. Dave Brittain sums up his sentiments: "Beauty is more resilient than other categories, but I certainly expect sales growth to slow by 3-5% in 2009, if only for the fact that the media coverage of the crisis has exaggerated the situation and made customers more worried than they need to be."

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**Jill Hill, Managing Director, Aspects Beauty Company:**  
"The industry was quick to recognise that value was easy to turn on quickly and that innovation was one of the few

tools in the armoury...that would appeal to consumers, so there were some really strong value promotions. However, the very weak pound meant that for many of us who source products in Europe, coupled with the value offers we all mounted, margins were very slim. Another challenge was the reluctance of stores to buy until very late and very often basic lines were out of stock in the last few days leading to Christmas. But we will probably see a small growth for the industry overall in the last quarter



once the figures are published. "We had a +2% growth on masculine and a +6.5% on feminine. D Squared He Wood, Versace Bright Crystal (especially in Debenhams), Ferragamo Fascinating (especially in House of Fraser) all performed well, supported by good coffret offerings. Surprise results (came) from Versace Woman in The Perfume Shop. We also launched Moschino Glamour in Harrods and were thrilled with the results."

**Ian Jepson, Sales Director, Chanel:**  
"Christmas came extremely late with consumers taking full advantage of the additional two trading days in the run up to the 25th. In some cases we saw a sales increase of over 150% in the aforementioned week against that of the previous year. There was no doubt that we benefited from the increased traffic flow generat-



ed by tactical store wide promotions. "Our investment in media, windows, sites and point of sale material underpinned the focus we place on both image and service at the Chanel counters. No. 5 continued to deliver very strong growth due to the introduction of Eau Premiere. Other success areas were Coco Mademoiselle, Chance and indeed Coco. "Our Consultants continue to be our ambassadors delivering the Chanel experience to a more selective and retail 'savvy' consumer, I would like to take this opportunity to pass on our thanks to each of them!"

**Liz Garrett, Managing Director, Coty Prestige:**

"Overall the fragrance industry had a pretty good Christmas, but there was more discounting than in previous years. In the end, Coty Prestige had an excellent Christmas with double-digit retail growth. It was extremely late coming, but it did arrive! "Daisy Marc Jacobs was our star performer and of the year's launches, Chloe was our leading brand. However, our new launch Secret Obsession did not meet expectations. Coffrets has an average Christmas, but classic brands and Daisy did extremely well. "It will be a very tough

**Sally Cohen, Managing Director, Elizabeth Arden UK/Ireland:**

"We expected that customers would be more value-seeking and that because of the way Christmas fell on a Thursday, that shopping would be put off till quite late. This turned out to be true...and in the end we were actually relieved as Christmas was better than expected. "We were equally pleased with how our Arden counters performed this Christmas. Although it was certainly a nail-biting time in the early part of the selling season, we enjoyed the increases we had in the last couple of weeks as shoppers flooded in. We had double and triple digit increases on Britney Spears, in part because of her comeback, but also because on the older Britney fragrances we offered great value. We had our best sell through ever of coffrets. We worked hard to make sure we had compelling price points and a good variety of offers and that we had the right



amount of stock in the right places. "On our counter Arden business we were also pleased with how some of our more premium priced lines, such as Prevage, held their own. Additionally, this year's limited edition Eight Hour pot was a big hit. Consumers will still buy products that they know will work."

**Ian Noblett, Marketing Director, Fragrance Factory:**

"Christmas was very chaotic, very volatile and very erratic. Within that we managed to have some strong individual performances from Banana Republic, Lanvin and Burberry. The difference this Christmas was the level of discounting required by the stores in parts ran away with itself. Consumer confidence had dropped and media coverage pushed people to not pay full price for anything, so price point became more important than the item being sold. Where Fragrance Factory did well was in adapting to consumers wanting a bargain,

but still in a luxury box. Our successes were high volumes of special items sold with a good discount. It was important to be flexible and creative on price. But overall, margins suffered although sales remained within our expectations.

"We had a mix of sales: strong in Debenhams and The Perfume Shop and poor in Boots. In many cases, stores brought the January sales offer into the December period. "Another challenge was the exchange rates that affected all distributor imports. Everyone experienced pressure on costs, retailer margins and from customer expectations."

**Guy de Beaugrenier, Managing Director, Guerlain UK:**



"The impact of the economic situation on the fragrance and cosmetics industry was actually not as bad as initially feared. We found that many customers waited until the last minute to do their Christmas shopping but nonetheless came to counter. This meant that although we

had a slow start to December, the last week before Christmas produced strong sales figures and helped the industry recover losses made at the beginning of the month.

"Our classic fragrances such as Shalimar, Samsara and Mitsouko, in particular, continued to sell extremely well during the Christmas period. This suggests that even during times of economic difficulty, consumers are staying loyal to established brands and classic fragrances.

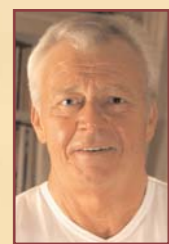


That said, our new fragrances also performed very well. Guerlain Homme is now the best selling male fragrance for Guerlain in the UK and our Insolence franchise continues to be our main focus in the women's fragrance category.

"Our coffret sales were very strong... however we actually reduced the number we had on offer. This was a deliberate decision made to protect our brand image of luxury and exclusivity. We do not want to be seen as a coffret specialist."

**Per Neuman, Managing Director, Estée Lauder Companies:**

"This was different from anything we've seen before. It was like someone pulled down a curtain at the beginning of September and since then there has been nothing but bad news. But beauty retailing coped quite well and most retailers were up in single digits. Considering the climate,



this was a fantastic achievement. Compare this to the US where retailing was horrendous, in some cases down 25-40%.

"We were pleased with Christmas and had few coffrets left over so that meant we didn't have to get into discounting. Blockbuster fits into a tough situation and people recognised its good value. Unit sales were up 10% on last year. Our new

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Estée Lauder fragrance Sensuous had a lot of TV behind it and worked well for us. We also advertised Beautiful and Pleasures on TV. We were delighted with Tom Ford, which is only a fragrance line at this stage. Private Blend was most successful and the only limitation was supply.

"On coffrets, there was a resistance to buy at the most expensive prices and the most successful sets were those costing £25-£30. In the consumer's mind it was all about getting good value for money. The three categories, skincare, make-up and fragrance, all behaved differently. Makeup was very good, especially artistry brands MAC and Bobbi Brown, fragrance also did well but skincare slowed a lot, especially at the luxury high priced end."

**Kenneth Green, Managing Director, Kenneth Green Associates:**

"Christmas was very interesting for the fragrance industry. I feel that the very aggressive media campaigns,



together with lots of new products, made sure that fragrance was front-of-mind when searching for Christmas presents. We certainly did well as an industry but it will not go down as the best Christmas in history, but probably the most difficult for those of us who remember all the good ones.

"We were very pleased with our Christmas results. It was not an easy buy we had some really great highlights. The new Jean-Paul Gaultier fragrance, Ma Dame, was certainly a top 10 highlight. We also enjoyed a great performance from Bulgari Jasmin Noir and saw a strong performance from the men's fragrance Terre d'Hermes. Jean-Paul Gaultier's



Le Male is still up there in the top 10 after 15 years and Classique performed extremely well.

"Debenhams certainly set the pace with well controlled and publicised discount periods. They definitely captured the market share and made sure they had the stock to match their performance.

"Coffrets are a very major part of Christmas. One of the questions we might have is 'are there too many in

the industry, choking Christmas for basic?' The other serious question is that when looking at the retail in January, there are large quantities of coffrets with significant discounts. I wonder whether consumers may start to buy a year in advance! "My advice for 2009 is 'let's just get on with it!' Ladies may decide not to buy that woollen coat till next year, but will

always buy a lipstick for £10, a perfume for £30 and have their hair done."

**Vincent Jeanniard, General Manager, Parfums Christian Dior UK and Ireland:**

"In a challenging economic environment we performed well, especially in fragrance and make-up. J'Adore, our iconic fragrance, was our strongest focus and we achieved double-digit growth over the Christmas period thanks to high media investment on TV, outdoor and in the press. We used the striking new Charlize Theron visual to further emphasise our luxury image both in media and in-store. It achieved a high level of impact nationwide and proved to be one of the most popular visuals at the end of 2008. The male fragrance category saw a significant increase thanks to the successful



launch of Dior Homme Sport. "Our Christmas' look was equally popular thanks to great PR coverage. The limited edition face, eye and multi-purpose palettes flew off the shelves, including the star product Dior Night Diamond. Other makeup items sold out extremely rapidly, such as the stunning Dior Vernis in Black Sequins. Skincare

wise, the L'Or de Vie and Dior Homme Dermo System lines enjoyed high double-digit growth over the Christmas period, which is testament to our success as a brand both in the luxury and men's skincare categories.

"We expected and wanted a drop in coffrets which was compensated with basic products, thanks to our field team's hard work and training, putting a strong focus on service at point of sale. We wanted to put desire back into the brand and succeeded in doing this."

**Andre Marzloff, Managing Director, Parfums Givenchy:**

"The first two weeks of December were tough, but then things caught up by the end. Beauty maintained sales and was certainly not as bad as some categories. Givenchy was pretty good compared to what we had expected, so we were pleased with what we achieved.

"We had three real focuses. Our new Men Play was a success story and did well from the day it launched up to Christmas. We also had nice incremental sales with Absolutely Irresistible. And our new mascara, Phenomenyes achieved fantastic results and was number one or two in doors where it had distribution. It really is a completely new innovation and not a gimmick. Customers were queuing at the counter and buying it before trying. Where there was something new to tell, we found success.

"With coffrets it was about finding the right balance and making sure they are only used at Christmas. We made sure we had enough coffrets to respond to demand and not too many were left after Christmas.

**Joelle Saadia, General Manager, Prestige & Collections:**

"For P&C the year was strong with double-digit growth and a good Christmas despite the market challenges in the last quarter. The launch of Diamonds For Men was a huge success for P&C. It also contributed to the uplift in sales for Diamonds She, now in its second year, and additionally helped to anchor the Diamonds franchise as the second Giorgio Armani pillar. Additional success was witnessed through the

launch of Diesel's Unlimited, which reinforced the brand's performance most notably in the female market. "Coffrets are an essential part of the mix, especially in a challenging market where their added value can drive brand stand-out. For P&C specifically coffret performance was in line with our ambition helped by the merchandising initiatives that were successfully planned and carried out in-store."

**Blake Hughes, Managing Director, P&G Prestige Products:**

"P&G Prestige Products had a strong Christmas with our tiered portfolio of



luxury, premium and celebrity brands winning across the spectrum of different shopper groups. With all the depressing media headlines about the economy, consumers clearly sought solace in the bigger brands and I am sure this will continue over 2009. Despite the success I believe as a total category we should not be complacent and we need to continue to evolve and act. Sales are coming later and later as a fragrance becomes more of a last minute gift and this is

putting added pressure on retailers and testing their nerve. We face competition from more and more categories with clothing, music and gaming challenging our share of the gifting pound. Our challenge as a category needs to be to bring



Christmas purchasing earlier and move fragrance from 'last minute buy' to planned 'must have' Christmas gift. "We had a number of highlights: Christmas 2008 marked the rebirth of Gucci and this

will continue through an exciting 2009. Dolce & Gabbana showed its strength in male as well as female categories with the outstanding success of The One for Men fragrance. Finally our core classic lines, Boss by Hugo Boss and Lacoste Touch of Pink continue to grow year on year as new users discover these outstanding fragrances.

**Nigel Alderman, Sales Director, Puig UK:**

"It's been a strange year and retailers have been behaving in an extraordinary fashion. When they decide to reduce prices, they pass the onus onto suppliers. The fragrance houses that promoted were given more prominence. TV advertising is still as effective and we found our money went further. The campaign for Nina

worked and the product flew out. "Overall, our Christmas sales would have been level if we hadn't had 1 Million by Paco Rabanne, which really caught the imagination. The public picked up on the humorous TV ad and it ended two and a half times bigger than our expectations.

"We had more coffrets than last year which sold through well, keeping price points



below £37. More expensive coffrets performed worse. People are looking for their money to stretch further and value coffrets do just that."

**Shelley Smyth, Managing Director, Selective Beauty:**

"Considering the economic downturn and the concerns regarding consumer spending in the second half of the



year, surprisingly Christmas trading for Selective Beauty UK exceeded our expectations. As always, coffrets were the mainstay of our business and we were fortunate to have achieved sell-through of between 85% and 99% across all sets. In these challenging times, this has been a remarkable and

inspiring performance for us. "In this current financial climate, it is extremely difficult to predict how the business will progress in the coming year. Certainly for Selective Beauty, the start to 2009 has been extremely encouraging, having exceeded our sales plan and achieved double-digit growth versus 2008. Hopefully this will continue."

## theretailers

### Debenhams:

Debenhams' top new women's fragrances for 2008 for the sales period Sept 08-23rd January 2009 were Estée Lauder Sensuous, Gucci

Top Women's
Chanel No 5
Coco Mademoiselle
Estée Lauder Beautiful
Marc Jacobs Daisy
Clinique Aromatics
Estée Lauder Sensuous
Thierry Mugler Angel
Dior J'Adore
Chanel Coco
Jean Paul Gaultier Classique

Top Men's
Paco Rabanne 1 Million
D&G the one
Armani Code
JPG Le Male
Boss Pure
Emporio Armani Diamonds
Issey Miyake
Diesel Fuel for Life
Chanel Allure Homme Sport
Prada Man

by Gucci EdP, Lancome Magnifique, Chloe and Calvin Klein Secret Obsession. Heading the new men's fragrance launches in Debenhams for the same time period was Paco Rabanne 1 Million, which also achieved number one men's fragrance in Debenhams for Christmas 2008. Completing the top five new men's fragrances list were D&G the



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one For Men, Emporio Armani Diamonds for men, Boss Pure and Davidoff Adventure.

### Marigay McKee, Director of Fashion & Beauty, Harrods:

"Our key strategy in the run-up to Christmas was to give our customers unrivalled access to the most premium, exclusive and limited edition offerings in the beauty market, paired with exemplary customer service. Harrods takes great pride in these qualities that give us a point of difference from our competitors, allowing us to flourish during these times of uncertainty. November and December are the strongest selling months for Christmas gifts, but our customers start shopping for decorations as early as August when our Christmas World department opens. "We experienced a significant increase in sales in the run up to Christmas, with fragrance in particular, leading the way. Tom Ford did fantastically well. Creed, Bond No.9 and our worldwide exclusive fragrance brand Boeadicea



### Top Fragrances

Tom Ford
Chanel
Creed

The Victorious, experienced increasing results during this time. "Coffrets are always a key sales driver for gifts during the Christmas period, all of them sell superbly. We continue to see coffrets as an important part of our beauty mix at Harrods. The January Sale has also brought a dynamic start to the New Year with the key drivers coming from men's fragrance coffrets and skincare.

### Daniela Rinaldi, Controller Perfumery & Concessions, Harvey Nichols:

"We are now in uncharted territory. The difference with this downturn is that people of all incomes are affected. But relatively speaking, fragrance and

cosmetics are still affordable. "We found that niche did very well, especially Tom Ford Private Blend, By Killian and Creed. It appears there is no price resistance at the top of the tree. There's no doubt that if someone sees value for money they will pay,



even if it's more expensive. However, treatment was hampered and weakened by the influence of mass and that continued into Christmas. We did see a resurgence in Clarins, showing that the customer is going back to what she knows. The Harvey Nichols Medispa showed 40% growth. Customers are more savvy and making more considered purchases. They are going for purchases that are guaranteed to work, such as Botox and fillers. In colour, the brands that performed best were Trish McEvoy, Mac, Armani, Shu Uemura and Laura Mercier. Services also did well. "We don't stack coffrets high but found that value added and beautifully packaged ones did well. These included Elemis and Marc Jacobs Daisy.

"No-one knows how deep this recession will be but it seems that the beauty category is bucking the trend to a certain extent. I don't believe that many women will compromise on their purchases, but maybe they will be less experimental. In the recent past, customers are more likely to go back to the brands they know work."

### Debbie Beaumont-Howell, Head of Buying, Beauty, House of Fraser:

"As always in our business it does come in and at the last moment. It was fortunate in the way Christmas fell, people called it an extra day and we got an extra day at full price. We

### Top Fragrances (Men's & Women's)

Marc Jacobs Daisy
Viktor & Rolf Flower Bomb
Thierry Mugler Angel
Jean Paul Gaultier Classique
Narcisco Rodriguez Her
L'Eau d'Issey
Chloe
Armani Code for Men
Emporio Diamonds
D&G the one for Men

made a strategic decision not to discount so we did our own thing which was event driven. I was pleased with the profit figures, but we did lose market share.

"Our highlights were the success of our coffret sales, especially core coffrets for Dior, Estée Lauder, Clarins, Clinique and Lancome. Sensuous was extremely well executed and did really well, outselling Magnifique by far. We now sell a lot of contemporary colour coffrets from MAC, Benefit, Laura Mercier and Prescriptives. We have an exclusive Molton Brown set which always sells well.

"Eau Premiere was great and together with No.5 knocked everyone. It's always number one by Christmas Eve. Daisy limited edition was really successful, outperforming the original Black. Tom Ford came from nowhere and was a real success. In men's 1 Million was absolutely amazing. It really chimes with the times.

"There is no time to be complacent. The recession will affect everyone and there will be winners and losers. We're already planning next Christmas to find ways to make it even more exciting."

### Dave Brittain, Premium Beauty Buyer, John Lewis Partnership:

"In December, sales were +4.5% higher than last year, but this masks the effect of the VAT changes on 1 December which we passed onto our

Top Women's
Chanel No 5
Chanel Coco Mademoiselle
Chanel Chance
Chanel Coco
Marc Jacobs Daisy
Clarins Eau Dynamisante
Clinique Aromatics
Chanel Allure
Thierry Mugler Angel
Prada Original

Top Men's
L'Eau d'Issey Pour Homme
Aramis Classic
JPG Le Male
Armani Code
Prada Man
Acqua di Parma
Boss Bottled
D&G the one
Terre d'Hermes
Paco Rabanne 1 Million

customers in full. If you factor that back into the figures, we were +6.6%. Christmas was very late. Until the Saturday before Christmas we were -6% on last year and the final four days



took us to +4.5% for the month. Sales during the Christmas week itself were +90%! "Sales of make-up and men's fragrances were particularly strong, reflecting the trend for the full year. Skincare was tougher, though bath and body lines were as strong as usual. Candles showed excellent growth (+31%), but are still a very small part of the sales total.

"Coffret sales were +4% thought the volume sold was +15% higher than last year. This reflects the aggressive price promotions across the market, with many coffrets reduced by 10% for a large part of the Christmas sales period.

### Hilary Andrews, Managing Director, Mankind and Beauty Expert:

"Online Christmas sales were definitely late. We had a good last quarter increase, but it was much harder as everyone used every trick in the book both on the high street and online. We did a lot more special offers, GWPs and free postage. As a result our margins were not as good. We usually sell coffrets in late November but found the same weeks as last year were repeated in December. Niche brands John Varvatos, Miller Harris and Kiehl's Forest Rain were all successful. "Gift sets do really well on Beauty Expert, especially value sets. Gatineau, Cowshed and L'Occitane all stood out. In make-up, anything glittery sold, and sales were up between 8-10%.

"There is a dramatic shift in consumers' consciousness as they look for value. Online is streets ahead of shopping on the high street, especially now that websites are so involving."

### Roja Dove, Founder, Roja Dove Haute Parfumerie:

"We haven't been touched by the recession, but may be in the future. Harrods is the only store that is global, so it will always pull in visitors to

Britain. We ended up with a 15% increase on the year - it was a miracle. I did notice that it felt like people were buying for themselves than as a gift, which is unusual. We did do our black lacquer boxes but not so many this year as people were buying for themselves. Fragrance is a great tonic and a great deal less expensive than a handbag or shoes. "Our highlights were exceptional sales from Jean Charles Brousseau, Clive Christian the Roja Dove fragrances and Lalique."

### Stephanie Traore, Marketing and Development Director for Beauty, Selfridges:

"It was particularly close this year with the extra two days and the credit crunch. We didn't discount but ran our usual Friends & Family discount over one weekend in December. In fragrance we sold fewer units over the period but were three percentage points up in sales. I think people were making a lot of considered purchases, which is not a bad thing. "Tom Ford Private Blend was enormous and was number one in the last week. We didn't expect it to be as big. Every time we had a delivery it would sell out. We also did well with the classics, such as Joy, which never make the top 20, but always sell well. The value gift set isn't where our customer is at, who wants bespoke and something unique to them that they can't buy in Boots.

"I feel very encouraged by the sales at the beginning of the New Year. There is a lot of exciting things and newness and the challenge will be what happens in the next six months."

### Matt Twigg, Fine Fragrance Buyer, Superdrug:

"Superdrug has like-for-like sales for the five weeks to 3 January up 3%. Fragrance sales were up 3.6% year



Top Women's
Calvin Klein Euphoria
Lacoste Touch of Pink
Britney Spears Fantasy
Ghost Sweetheart
Emporio Armani Diamonds
Boss Femme
cKIN2U for Her
Christina Aguilera Inspire
Calvin Klein Secret Obsession
Cacharel Anais Anais

Top Men's
Paco Rabanne 1 Million
Joop! Homme
cKone
JPG Le Male
Lacoste Red
Hugo Boss
Issey Miyake Pour Homme
cKIN2U for Him
Emporio Armani Diamonds
Boss Pure

on year with almost 300,000 bottles of fragrance sold on Christmas Eve alone.



"1 Million by Paco Rabanne was a real highlight becoming the best seller of the season overall. In women's fragrance the new launches from Ghost and Christina Aguilera both performed well. Coffrets remain important

and fragrance and beauty gift sets were among the company's best sellers over Christmas."

**Steven Oliver, Managing Director, The Fragrance Shop:**

"It was a bit of a rollercoaster but we came through well. Ultimately, fragrance is everyone's favourite affordable gift. We had an earlier offer late November/early December which was 50% off a second item. Then over two weekends in December we ran 10% off everything. These offers did drive volume.

"The success of the year was 1 Million which we put onto promotional and corner sites. It was regularly our number one seller. Traditional sellers, Gucci and JPG Le Male did well too.

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In ladies, the new release Diamonds was our best-seller, followed by D&G Light Blue and Britney Spears Fantasy. "Celebrity fragrances are performing strongly, probably as they are more value priced. However, we find that the original celebrity fragrance is the one that sells well. Follow-ups are never as big."

**Jo Walker, Chief Operating Officer, The Perfume Shop:**

"Christmas in 2008 was the latest it has ever been with the Monday, Tuesday and Wednesday being incredibly busy. We also had very good days when other retailers had their Spectaculars - they brought footfall into the shopping centres. That's not the way The Perfume Shop does business. Our strategy is about clear pricing. We have also seen a very strong sales period with customers buying on both sale and non-sale items from Boxing Day well into the New Year. We knew that it was going to be tough this Christmas; however we are

Top Women's
Coco Mademoiselle
D&G Light Blue
Armani Diamonds for Her
Thierry Mugler Angel
Chanel No.5
Armani Code for Women
JPG Classique
Calvin Klein Euphoria
Lacoste Touch of Pink
Gucci by Gucci

Top Men's
JPG Le Male
D&G the one
Boss Bottled
Armani Code
L'Eau d' Issey
Joop! Homme
Paco Rabanne 1 Million
Diesel Fuel for Life
Davidoff Cool Water
Emporio Armani Diamonds

pleased with what our stores achieved. Our online store did exceptionally well for the first time becoming one of our top ten performing stores.

"Another trend was the amount of vouchers people were redeeming. It's something that completely flies under the radar as far as offers are concerned. The consumer is really looking for bargains and is now searching them out on voucher websites.

"New launch wise, the big performers (in men) were Paco Rabanne 1 Million, D&G The One and Emporio Armani Diamonds.

For women, Gucci by Gucci and Christina Aguilera's Inspire did well. The best ladies' gift sets for us were Marc Jacobs Daisy, as it looked so exquisite, Euphoria ladies, which always has a very loyal customer base and J'Adore, which was really well advertised.

For men we had a great Boss Bottled Platinum set which was exclusive and we advertised as part of our TV (our first ever TV campaign). That was really successful as was our Cool Water set, which at £19.99 was great value."

**Debbie Ansell, Head of Beauty, World Duty Free:**

"The World Duty Free beauty category enjoyed a strong Christmas. This was driven by great value fragrance sets and an exciting range of Christmas 'Looks' from the key make-up houses, along with continued good value on core skincare 'must-haves'. We also presented our customers with a



Top Women's (in no particular order)
Chanel No.5 Eau Premiere
Chanel Coco Mademoiselle
Chanel No.5 Classic
Armani Diamonds
Dior J'Adore
Chloe
Marc Jacobs Daisy
Calvin Klein Eternity
JPG Classique
L'Eau d'Issey

Top Men's (in no particular order)
Paco Rabanne 1 Million
D&G the one
Gucci by Gucci
Hugo Boss
Dior Homme Sport
Armani Diamonds Homme
cKone
JPG Le Male
Chanel Allure Homme Sport
Guerlain Homme

selection of fantastic promotions with strong performances from the luxury brands such as Chanel and Dior.

**Justine Kennedy, Category Buying Manager, Fragrance:**

"One of the big highlights within the fragrance category was the launch of Paco Rabanne's new male fragrance, 1 Million, which led the way in Terminal 3. It was an exceptional in-store event to support the launch of Paco 1 Million, which featured the unique 1 Million Vault and beautiful gold Haute Couture dresses from Paco Rabanne."

Top Fragrance House/Brands (Men's and Women's)
Chanel
Dior
YSL
Paco Rabanne
Dolce & Gabbana
Gucci
Armani
Estée Lauder
Marc Jacobs
Chloe

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