Dallas: Beauty’s New Boom Town

Prestige beauty sales are soaring in Dallas, where luxury loving consumers are driving oversized results. For more, see pages 7 and 8. Plus, Curio acquires candle brand Otherland and Briogeo heads to the professional channel.

ILLUSTRATION BY KARI MODÉN
Beauty Bulletin

Credo for Change Goes to College
The 13-week mentorship program will be open to Black, Indigenous and people of color students enrolled in FIT’s cosmetics and fragrance marketing program. 

BY NOOR LOBAD

CODING FOR A CAUSE

- For the beauty brand’s inaugural Juneteenth campaign, Mented Cosmetics has pledged $5,000 to Black Girls Code to support equitable computer programming education.

“Black Girls Code is an organization that aligns exactly with what we’re trying to do, which is support young girls and underserved communities — it’s important to build representation in tech,” said Kate Fernandez, head of brand at Mented.

The brand’s donation will help sponsor 50 girls between the ages of seven and 17 in a two-week intensive program this summer which employs project-based learning to develop participants’ computer skills. The initiative marks Black Girls Code’s first in-person program since before the pandemic.

~ Noor Lobad

House of Pietro to Open Pop-up in Hamptons

The well-heeled Hamptons set will have even more access to glowing skin this summer, as New York facialist Pietro Simone opens his first pop-up in Southampton.

“My first time in front of the ocean in Southampton was so magical, looking back to Europe and my past, my dream evolved further in America. I knew I had to have a beauty retreat,” said Simone, a native Italian who relocated to New York from London last year. He sees the pop-up, which will run through July 7, offering 12 Black, Indigenous, and people of color students access to one-on-one mentoring, internship slots and speaker sessions with “behind-the-scenes movers and shakers.”

“Now, as we start to think about not just who is on the shelf, but who is in the office, this [partnership] was the natural next place to go with this work.”

The 13-week program will kick off July 7, offering 12 Black, Indigenous, people of color students access to one-on-one mentoring, internship seats and speaker sessions with “behind-the-scenes movers and shakers,” Jackson said. This year will mark the first time the program is held in-person.

- For its fourth annual Credo for Change accelerator program, Credo Beauty has partnered with the Fashion Institute of Technology for the first time to offer career mentorship to Black, Indigenous and people of color students enrolled in the cosmetics and fragrance marketing program.

Founded in 2020 after the murder of George Floyd, the program has supported more than 200 underrepresented founders and aims to give those interested in pursuing other careers in beauty.

“When we started Credo for Change, we were very focused on where the industry was underrepresented from a brand founder perspective,” said Credo cofounder Shibisha Jackson. “Now, as we start to think about not just who is on the shelf, but who is in the office, this [partnership] was the natural next place to go with this work.”

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Credo Beauty’s recently opened store on Lamarck Boulevard in Los Angeles.

BY THE NUMBERS

April’s Top 10 Makeup Brands By EMV
Lavish trips and buzzy ambassadorships for the win.

BY NOOR LOBAD

WHILE A PERSISTENT DECREASE in overall influencer content has led to widespread declines in earned media value, brands like Tarte Cosmetics, Dior Beauty and Rare Beauty are each seeing standout momentum in the metric, which assigns a unique value to a piece of content based on engagement.

The revival of the #TrippinWithTarte era — the brand most recently whisked influencers away to Turks and Caicos in April, followed by a Formula 1 Miami Prix excursion in May — has driven 58 percent year-over-year EMV growth for the brand even amidst allegations that trip attendees with smaller followings are not offered equal accommodations.

After much debate and controversy surrounding splashy influencer getaways like #TrippinWithTarte, it’s clear that creators and consumers still engage with the content,” said Alex Rawitz, director of content marketing at CreatorIQ.

Dior, meanwhile, benefitted from its star-studded Dare in Gris Dior campaign, which featured Jenna Ortega, Thando Mbeda, Fai Khadra and other A-listers. The #DareInGrisDior hashtag garnered $2.5 million EMV from 157 creators across 405 posts. Selena Gomez’s Rare Beauty saw growth thanks to its recent lip oil launch and the continued strength of its influencer program; the brand counts more than 5,000 ambassadors, with an average $20,820 EMV earned per creator.

The top 10 makeup brands by EMV in April, and their respective year-over-year change in the metric:

1. RARE BEAUTY +80 percent
2. CHARLOTTE TILBURY -2 percent
3. COLOURPOP -16 percent
4. DIOR BEAUTY +54 percent
5. FENTY BEAUTY +4 percent
6. NYX PROFESSIONAL MAKEUP -9 percent
7. E.L.F. BEAUTY +7 percent
8. MAC COSMETICS +3 percent
9. TARTE COSMETICS +58 percent
10. BENEFIT -14 percent

FOR A CAUSE

Black Girls Code’s first in-person program since before the pandemic.

~ Noor Lobad

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- E.L.F. Beauty +7 percent
- Mac Cosmetics +3 percent
- Tarte Cosmetics +58 percent
- Benefit -14 percent
in recent months. BY Abigail Cook Stone, has gained robust distribution Acquires Otherland 1999, has for decades focused on executive who founded Prai in the entire M&S business. the retailer’s beauty hall, and across pounds, has long been a top seller at Crème, which retails for 26.99 Beauty Ageless Throat & Decolletage complement Prai’s already robust and Seabourn cruise ships. at M&S, and on Princess, Carnival such as “neckcials,” through pop-ups milestone for Prai, which until now opening of the stand-alone bars is a to come across the country. The services at M&S are free and that includes retailers like Anthropolgie and Nordstrom, but it also includes many boutiques, as well as Amazon. There are so many more channels for us to expand in.” Sempowski Ward is also thinking about innovation in the same vein as Thyme’s and Capri Blue. “There are some closer in the home fragrance category beyond candles, such as diffusers. There’s product categories that we know how to do, and we have a whole library of, and already doing that we can bring to the Otherland brand,” she said. It’s the brand positioning that’s helping her differentiate between her portfolio. “The beauty of this is that we have an absolutely different positioning than our other two brands. It’s a different consumer target, when you think about the Gen Z target,” Sempowski Ward said. “In 2017, we bought Capri Blue because it was attractive to the Millennial consumer at that time, and Thyme’s is a more mature brand…our next big opportunities are complementing the consumer target, and bring the back end and all of the pieces we know how to do so well.”

**Curio Brands Acquires Otherland**

The candle brand, founded in 2017 by Abigail Cook Stone, has gained robust distribution in recent months. **BY JAMES MANSO**

**Curio Brands, the Parent**

company of Thyme’s and Capri Blue, has filled out its trifecta of brands. It acquired Otherland, the candle company founded in 2017 by Abigail Cook Stone, which is distributed in Sephora, Nordstrom and Anthropologie.

“We’ve grown from being digitally native and just having our website to now expanding our footprint into omnichannel,” Stone said. “To fulfill that role of being omnichannel, there is so much left out there for us — Amazon, wholesale expansion — and this is the place where we plug in with the Curio platform and what their brands have been able to achieve.” Stone founded the brand after working as an art buyer for Ralph Lauren, and saw visual cues as the key to selling fragrances online. “In the idea of creating a digitally native fragrance brand, bringing this art-forward component and a maximalist approach to design was important because we had this question of how do we get people to buy stuff online before they smell it,” Stone said. “How do we get them over that hurdle of not smelling it first, and through creating these really impactful visuals?”

That strategy seems to be working. Executives declined to comment on sales, though industry sources said the brand reached roughly $10 million in sales in 2022. The digital component of the business is part of what drew Anne Sempowski Ward, chief executive officer of Curio Brands. “We have a very strong development on our own dotcoms in Curio Brands,” she said. “But this adds a whole new lens on how you really take a brand from a digitally native [stage] and put it into the market.”

She also didn’t rule out any channel or product category for expansion. “We’ve only scratched the surface and we plan to scratch even more of those opportunities to expand,” Sempowski Ward said. “We’re in over 11,000 doors, and that includes retailers like Anthropologie and Nordstrom, but it also includes many boutiques, as well as Amazon. There are so many more channels for us to expand in.”

Sempowski Ward is also thinking about innovation in the same vein as Thyme’s and Capri Blue. “There are some closer in the home fragrance category beyond candles, such as diffusers. There’s product categories that we know how to do, and we have a whole library of, and already doing that we can bring to the Otherland brand,” she said. It’s the brand positioning that’s helping her differentiate between her portfolio. “The beauty of this is that we have an absolutely different positioning than our other two brands. It’s a different consumer target, when you think about the Gen Z target,” Sempowski Ward said. “In 2017, we bought Capri Blue because it was attractive to the Millennial consumer at that time, and Thyme’s is a more mature brand…our next big opportunities are complementing the consumer target, and bring the back end and all of the pieces we know how to do so well.”

Prai Pioneers the 'Neck Bar' Offering Massage, Yoga at Marks & Spencer

Prai Beauty, which targets the skin around the throat and décolletage, is opening neck bars at M&S in the U.K. and on the Sun Princess cruise ship. **BY SAMANTHA CONTI**

**London** — Prai Beauty is taking its specialist skin care to a new level, opening what may be the industry’s first neck bar at Marks & Spencer, offering services such as yoga, massage and skin consultations using a handheld device.

The Neck Bar has opened at M&S Leeds White Rose, with more to come across the country. The opening of the stand-alone bars is a milestone for Prai, which until now had only offered hands-on services, such as “neckcials,” through pop-ups at M&S, and on Princess, Carnival and Seabourn cruise ships.

The services at M&S are free and complement Prai’s already robust business at the store. The Prai Beauty Ageless Throat & Decolletage Crème, which retails for 26.99 pounds, has long been a top seller at the retailer’s beauty hall, and across the entire M&S business.

Cathy Kangas, a former beauty executive who founded Prai in 1999, has for decades focused on improving the skin under the chin, which she believes is often unloved, and undervalued.

In an interview, Kangas said the neck ages 20 times faster than the face because it contains no oil glands which act as a cushion.

While Kangas originally founded Prai to help the 50-plus crowd, she said she’s now seeing “a surge of younger women customers. They’re suffering from ‘tech neck.’ And that’s not a surprise. I think we’re looking at our digital devices an average of 226 times a day.”

The M&S Neck Bar offers customers a personalized consultation from a “Neck-Xpert” team, which has been trained by Prai’s brand education consultant and neck yoga specialists, Luminous Yoga. The “neckcials” use products from Prai’s Ageless Throat & Decolletage collection.

Those experts also use a Prai-branded micro current device that retails for 50 pounds. That device targets slackening skin on the neck and jowls by delivering electrical impulses meant to boost circulation, increase the skin’s oxygen uptake, and boost glow.

“Necks are so specific,” Kangas said. “They have their own texture and require their own technology.” She said the 30-day trials conducted late last year showed that Prai’s products fight sagging, loss of elasticity and wrinkles.

Prai has been refining its neck bar concept for years via pop-ups at M&S. The Neck Bar at Marble Arch offers personalized skin analysis using a handheld skin analyzer that measures hydration and depth of wrinkles on the neck and decolletage.

The brand also has pop-ups on cruise ships which have been driving sales to retailers ranging from Boots in the U.K. to JCPenney and HSN in the U.S. Prai is consistently among the top-selling skin care brands on HSN.

Next January, Prai plans to open a permanent neck bar on Sun Princess, the biggest cruise ship in Europe which has a guest capacity of 4,300. It will also launch on QVC. Later this year, the brand will launch at 200 Waitrose supermarkets in the U.K. while the upbeat, charismatic Kangas will be selling the brand via the M&S live shopping channel.
Reaching Beauty Shoppers With An Always-on Advertising Strategy

Brittany Auer, senior beauty sales manager at Amazon Ads and Emma Sayles, senior manager of eRetail and digital marketplaces at Moroccanoil, discuss how beauty brands connect with shoppers in an increasingly complex customer journey.

In today’s ever-evolving consumer journey, beauty brands face a growing challenge to reach new audiences across multiple touchpoints through both online and offline channels. And with more beauty brands, and products than ever before, it’s essential for brands to establish a meaningful connection with shoppers that builds trust and loyalty in a highly competitive environment.

Still, online beauty sales are expected to increase by 26 percent over the next three years according to data from a 2022 eMarketer report. Brands that maintain an always-on advertising strategy, connecting with audiences continually over time, stand to grow their reach with beauty consumers as they look to meet their beauty needs.

Brittany Auer, senior beauty sales manager at Amazon Ads, explained in a roundtable with WWD, “an always-on advertising strategy, as the name suggests, allows brands to consistently reach their audiences, making them discoverable in the places where beauty shoppers are likely to be.”
For example, Auer continued “this could be shoppers browsing the Amazon store, watching their favorite show on streaming TV or engaging with like-minded communities on Twitch. Brands that implement an always-on approach can gain long-term success by analyzing the insights gathered from their campaigns over time. These insights can inform tactics across their Amazon Ads campaigns, leading to optimization and ensuring that their brand stay discoverable and top-of-mind throughout the path to purchase.”

In 2022, Moroccanoil partnered with Amazon for an always-on strategy that leveraged the full funnel of Amazon Ads solutions to meet goals for its latest campaign. Emma Sayles, senior manager of eRetail and digital marketplaces at Moroccanoil, shared that the campaign goals were twofold: drive consideration for the brand’s award-winning hair care line while also building awareness for its larger expansion into body care.

“We decided to launch with an always-on strategy, given the success we had seen from past campaigns dating back to 2019 when we first launched on Amazon with an always-on sponsored ads campaign,” said Sayles. “In the following year, we added Amazon DSP to our media mix to increase our reach with in-market shoppers, which we are still running three years later.”

In addition to leveraging DSP and Fire Tablet to deliver its brand message in 2022, Moroccanoil increased its investment in upper funnel solutions including Audio ads, Twitch and streaming TV ads to reach shoppers closer to the discovery phase.

In the months following Moroccanoil’s full-funnel launch, Sayles said, there were above-benchmark increases in average monthly sales and glance views. In a 2022 study, Amazon Ads data revealed that on average beauty brands that included brand-building solutions in their strategy saw a 14x higher consideration rate.

Looking ahead, Sayles shared that Moroccanoil will “double down on those upper funnel solutions,” as the brand continues to expand its reach to in-market premium hair care audiences.

Auer added, “the shopping journey is not always straightforward, so brands that can reach shoppers across various ad experiences with relevant messages at different points in their journey can see an increase in conversion rates. It’s all about finding the right mix of ad products that work for your brand and reaching shoppers where they are most likely to engage with your message.”

Ultimately, “an always-on strategy can be thought about as a marathon, not a sprint,” concluded Auer “It’s a strategy that is designed to boost product discoverability and drive long-term growth. The keys to an always-on approach are testing, learning and optimizing.”

For more insights and ideas about how Amazon Ads can help your beauty brand stay top of mind with audiences, watch the latest Thought Leadership Lab with Brittany Auer and Emma Sayles. And to learn more about how your brand can reach beauty shoppers, visit http://advertising.amazon.com/beauty.

*2022 Amazon internal data
Briogeo Heads to the Professional Channel
The Wella Company-owned hair care brand is entering Salon Centric. BY JAMES MANSO

THE WELLCO. IS TAKING its most recently acquired brand to familiar territory.
Briogeo, which Wella acquired last year for an undisclosed sum, is going to the professional channel in a 600-door partnership with Salon Centric, the distribution platform for licensed salon professionals, launching Aug. 1.

Though the professional side of the business is familiar to Wella, where it also sells Nioxin, Sebastian Professional and the rest of its Wella Professionals portfolio, it marks an inflection point for Briogeo, said founder and chief executive officer Nancy Twine.

“We had been an exclusive partner with Sephora for about eight years before going into Ulta in 2021, and then since we’ve had our acquisition,” Twine said. “Wella had this core competency in salon, which was something that we’d never really dabbled in before.”

Though it’s unfamiliar territory to Twine, she said the appetite is there. “Over the past 10 years that we’ve been in business, we have gotten thousands and thousands of inquiries from independent salon stylists, salon chains, independent salons about carrying Briogeo,” Twine said. “I knew it was such an opportunity not only to get Briogeo into the hands of stylists, but also to leverage that credibility and ambassadorship to propel the brand forward.”

Annie Young-Scrivner, Wella’s CEO, contended that the brand’s awareness in specialty retail would translate into the salon environment. “When a retail brand expands to the pro channel, the brand already has built-in awareness from the prestige environment, bringing with it a built-in reputation. It makes point of purchase easily recognizable,” she said in an email. “Without a doubt, Briogeo’s quality and performance credentials live up to its pro ambition and will be well received.”

Naturally the full range will go into Salon Centric, with the exception of products that currently have retail exclusivity agreements, among others.

From a communications perspective, it’s required chief marketing officer Claudia Allwood to start from scratch for a new client base. “We know our products work beautifully, but how do we make it really convenient and easy?” Allwood said. “The content that we deliver has to speak their language, and has to be led by them, so we’re partnering with some stylists who will help us craft our salon menu, and all those different stories we can pull to make sense in the salon chair.”

One of the key differentiators, Allwood contended, was the brand’s “clean” positioning. “It can be a polarizing term, but we do offer a set of products that don’t have some of those ingredients,” she said. “We’re looking at more of those natural ingredients, biomimetic-performance ingredients, skin care derivatives, things like that. And it’s a different story [from professional brands], and that might be what their clients are looking for.”

Bumble and bumble, Point Foundation Launch Inaugural Hair Trade Scholarship
The initiative aims to support LGBTQ talent seeking to build careers in the hair industry. BY NOOR LOBAD

BUMBLE AND BUMBLE IS looking to support the next generation of hairstylists.

The hair care brand has partnered with Point Foundation, a scholarship fund that supports members of the LGBTQ community in continued education and career development, to launch the organization’s first hair trade scholarship.

Through the initiative, four aspiring hairstylists will enter a yearlong mentorship program, which will equip them with career resources, coaching and in-salon experience at Bumble and bumble salons. Another cohort, which has yet to be determined in size, will be announced the following year.

“Education plays a central role to who Bumble and bumble is — we very much consider ourselves a teaching brand, and this partnership seemed like a great way to further that mission,” said Corey Reese, general manager.

The program’s inaugural cohort consists of Jordyn Rogers, who hails from Glenview, Ill.; Jaron Hood from Huntsville, Ala.; Taylor Skilfen of Santa Monica, Calif., and Patricia Hunter, who comes from Flint, Mich.

“Through this collaborative effort, we can empower and equip these students with the necessary tools to flourish in their desired career paths,” Reese said.

The program marks the latest effort by Point Foundation — which was founded in 2001 and has awarded more than $50 million in scholarships to students since — to continuously expand its support of diverse career paths. In 2020, the organization launched its community college scholarship program, and is eyeing opportunities to further support trade and vocational school entrants.

“If we want to create a place of equity and people being treated fairly, we need to support young people that are studying in every field imaginable,” said Jorge Valencia, executive director and chief executive officer of Point Foundation.

This mission, he said, is even more relevant considering the surge in anti-LGBTQ legislation that has been introduced this year, much of which could potentially jeopardize gender-affirming health care for transgender youths, and seeks to regulate discussions around gender identity and sexuality in public school curriculums.

“We approach [Pride] month with great pride and a little bit of sadness. One can often assume that certain areas and industries might be safe from [anti-LGBTQ sentiment], but that’s not always the case. I think a lot of young people are feeling more and more that they need to stand together and look for community, and we look forward to creating more of that year-to-year,” Valencia said.

In 2023, Point foundation is pledging financial and programatic support to 574 LGBTQ students pursuing higher education, marking the organization’s largest class of scholars to date. The induction of the Hair Trade Scholarship expands the company’s mission to new terrain, while also bringing Bumble and bumble’s commitment to professional and consumer education to life in a new way.

“We’re committed to testing, learning and making sure this new program works well for our students,” Reese said.
FROM BALLGOWNS TO
budgets for beauty, everything really is bigger in Dallas, Texas — as artist and creative director Donald Robertson can attest to.

The onetime New Yorker moved his family from Los Angeles to Dallas during the pandemic, after falling in love with the town during store events at Forty Five Ten, the concept store in the city’s tony Highland Park neighborhood.

“Nobody knows about Dallas or Highland Park because there’s no tourism,” he said. “When we moved here, someone told my wife, you’ll need two ballgowns a season. That was a quote. And sure enough, she had to buy two ballgowns for the season because they have so many events and fundraisers. People really do get decked out.”

The third-largest city in the state with a population of more than 6.5 million people in the greater Dallas-Fort Worth metro area is a hotbed of activity for luxury-loving consumers. According to Circana, prestige beauty sales in Dallas are growing 17 percent, faster than the rest of the U.S. Also, Dallas is the fourth-largest U.S. market within prestige beauty, generating $814 million in retail sales in 2022.

So what’s driving the beauty boom? It’s the influx of new residents due to the pandemic, the glamourization and renovations of malls and shopping centers, and a reason to go out again with social happenings and events throughout the city.

“The Dallas luxe beauty boom (and all other things luxe) has been driven by, for one, the oil boom (that is, the higher price of oil),” says Wendy Liebmann, founder and chief executive officer of WSL Strategic Retail, noting that means more money in the city and the market.

“It’s an attitude that’s driven demand for luxe lines like RéVive, whose top-sellers include a $60 lip balm, a $600 volumizing serum, and the $1,500 Peau Magnifique, a four-week treatment regimen which is said to replicate the effects of more invasive cosmetic procedures. Recently, the brand held a pop-up at Northpark Mall in Neiman Marcus. The space was parked looking out toward the mall with a large installation shoppers couldn’t miss. During the pop-up, the brand saw a 220 percent increase in revenue, had 245 customers during the two weeks, and performed 112 express services.”

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“Dallas women take so much pride in their routines,” says Dallas resident and cofounder of UBeauty, Tina Chen Craig. “I remember when I learned that Dallas sells more luxury skin care per square foot than anywhere else in the country. The women are very well-versed in beauty products and don’t just go for the name brand. They want something that shows results.”

“Dallas people are very loyal,” she adds. “They look things up, study it, and they’re not just blindly following trends. Dallas is a top-three market for us and it’s not just because I live here.”

Take Nancy Carlson, a partner at Dallas-based Carlson Capital LP, and an avid proponent of discovering new brands. “If Joanna Czech recommends something new or I read about something new, I’ll definitely try it,” she said. “If something in the stratosphere makes a difference that is going to be effective, and make my skin look better, then I’m probably going to be OK with the price.”

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What we learned about the Dallas luxury skin care customer is that 80 percent of them are buying product, but they’re also getting some kind of service.”

RéVive used to only have a large East and West Coast concentration where they did business. But now most of its accounts, including...
Neiman Marcus, its heritage account, Bluemercury and Cos Bar, are number-one doors in Dallas for the brand.

To that end, events are incredibly important to the Dallas consumer. There's a certain fickleness that can be had on the East and West coasts, but in Dallas, the customer always shows up. Jamie O'Banion, Dallas-based CEO and founder of BeautyBio, shared an example of a Nordstrom event where the brand transformed the entire handbag section and built an immersive BeautyBio space.

"The Dallas customer loves the high-touch experience," she says. "It works well for us as a brand. You can get a facial at a spa at our same retailer and then take our tools home."

Drell Szyfer adds there's a country club culture in Dallas, which provides a concentrated customer opportunity, and a lot of brands will do private events at these spaces to attract new consumers.

That said, retailers also see the importance of events in Dallas and partner with brands to create intentional experiences. For example, the Bluemercury Dallas location is the retailer's top event store with a clientele willing to sit down and be educated by the experts in-store.

"The person who lives in Dallas is generally educated on skin care treatments and plastic surgery," says Dallas resident Leigh Quilhot, senior director of merchandising at Bluemercury. "They have a great relationship with their dermatologist, so in skin care or hair care, for example, they're very engaged with products that extend and amplify treatments."

Bluemercury's events run the gamut from makeovers with Chantecaille to skin care events with Augustinus Bader, and hairstyling with Dyson. "We've sold more Air Wraps at our Dallas location than any other location," Quilhot adds, of the $99.99 hair tool.

Meanwhile, during the pandemic, an onslaught of industry beauty folk migrated from New York and Los Angeles to Dallas.

"Now that I've moved here, I've learned Dallas is the best-kept secret in America," says David Olsen, managing director of Highland Partners and CEO of RMS Beauty. "It's an easier place to live compared to New York City or L.A. Likely, a lot of brands are here because there are the non-sexy beauty things happening in Dallas and Texas. For example, There's FusionPKG packaging, which has been here a long time and is used by hundreds of top brands. There's also manufacturing and 3PLs [third-party logistics] all over Texas. So for businesses that want more centralization of operations and potential margin improvements, Dallas is more business-friendly."

Advowa Beauty founder and CEO Julian Addo agrees. "From a business standpoint, it's a major city, and it moves like a major city, but it's not as expensive," she says. "We are located downtown; we have two spaces overlooking the skyline of downtown Dallas. I probably won't be able to do this in NYC or L.A., especially when we first started. So Dallas is cost-effective even though it's gone up quite a bit. There's no state income tax and it's a great place to do business because we can get our shipments anywhere in the U.S. in two to three days."

Jack Black, which was born and bred in Dallas in 2000 and acquired by Edgewell Personal Care in 2018, is the official men's skin care brand of the Dallas Cowboys, so they invest a lot in local partnerships.

"A lot of companies are moving here," says Gabi DeLatin, head of marketing at Edgewell Personal Care. "We're also seeing just north of Dallas, a lot of companies moving to Frisco. So beauty companies have a lot of space to build and plant their headquarters."

And while the Dallas customer is highly invested in skin care, makeup and hair care, there is a lot of growth potential in wellness, even though wellness culture is minimal when one compares Dallas to New York and Los Angeles.

"Clients ask me what functional medicine doctors I recommend in Dallas," says Joanna Czech, facialist, founder of her eponymous skin care brand, and owner of Joanna Czech Studio in Dallas and New York City. "They ask me about health and wellness, and, honestly, we don't have enough yet here in Dallas. There are many amazing plastic surgeons in Dallas and women from other parts of the world travel for it specifically."

Bluemercury is also seeing the rise of wellness in its Dallas location. Last year, the retailer launched The Cache, its emerging brands platform that includes companies with limited distribution that are identified as ones to watch.

"The Cache in Dallas is our top store for those brands," says Quilhot. "The Dallas customer doesn't just want the brand that everyone else is purchasing. We've seen a demand for items like Higher Dose sauna blankets, which is pretty niche. Things like beauty tools and supplements require someone to be really engaged and knowledgeable about beauty, which speaks to the level of awareness of that consumer."

Speaking of awareness, the Dallas customer's style and look has changed in the past few years. "The reason why people come to see me is because we are all about looking natural in my practice," says Dallas-based dermatologist Flora Kim. "That trend is becoming much more dominant in Dallas. Before, it was about exaggerating your features, but there is a new appreciation that beauty is not confined to one particular look."

During the pandemic, L.A.-based celebrity makeup artist Kira Nasrat relocated to Dallas and has fully embraced the scene. "People in Dallas love to put effort into their appearance," she says. "They always have on a beautiful face. Their hair is perfectly volumized and done. They always have a manicure and a pedicure. They're going to their local Sephora, Bluemercury, Neiman Marcus and for their Dr. Barbara Sturm facial."

And speaking of Neiman Marcus, the Dallas-based retailer was founded in 1907 and has four stores across the Dallas-Fort Worth area. "DFW continues to be a key market for our business," says Tatiana Birkelund, vice president and general manager of beauty and jewelry at Neiman Marcus. "We see a lot of excitement and interest in fragrance. Also, the personalized experience is as important as the products themselves, as our customers want to feel they are at the center of the process." Circana reports that similar to the total U.S., in Dallas, higher-end products are outpacing the overall prestige beauty market. This is driven particularly by consumers who are increasingly opting for higher-priced luxury fragrance brands and premium hair products. In fragrance, artisanal brands, which typically command a higher price point, have a greater presence in Dallas and are also outperforming the remaining U.S.

Top European designer brands, which also tend to have an above-average price point, are growing in Dallas at a faster rate than the remaining U.S. And growth rates in Dallas are stronger than the remaining market in makeup and skin care, with specific strength in the luxury sector.

"The Dallas consumer is looking for the most efficacious skin care possible," says Dallas-based Kelly St. John, founder of KSJ Collective. "She's not as concerned with hyper-clean. Although it's always shocking to me how many people don't know about Credo or Detox Market. But Dallas isn't driven as much by that. They want to be educated, but at the end of the day, they want a product that is of the highest standards from a technology perspective."

Cos Bar has seen that kind of appreciation for luxury beauty, too. "Our Dallas location is a top door for us," says Oliver Garfield, CEO of Cos Bar. "We opened Dallas at the end of 2018 and in year one, it was the best store we've ever opened in terms of volume. It's been like a rocket ship since the start. The Dallas customer doesn't often ask how much something costs. It doesn't mean they don't care about value, but they're about discovery across all categories."
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BUY TICKETS
Chasing Chocolate

Wellness brands are harnessing the antioxidant and prebiotic benefits of the sweet treat for supplements. BY EMILY BURNS

CHOCOLATE AND WELLNESS may not be two words traditionally used together, but that is changing fast. That’s because whether it’s functional mushrooms, skin-boosting bites or probiotic yogurt, wellness brands are looking to chocolate to create indulgent but good-for-you products.

As consumers have doubled down on their wellness routines over the past few years, new supplement formats have grown in popularity due to pill fatigue. Most notably, gummy supplements saw an uptick in 2022 with 41 percent of consumers preferring the format, according to Mintel. However, as gummies often include a higher sugar content, other formats, most notably all-natural chocolate, are gaining traction.

Some brands hopped onto this trend early. For example, in 2017 Moon Juice launched its Cosmic Cocoa, $30, an adaptogenic hot chocolate powder that supports libido, mood and skin. Search data from Spate shows that chocolate searched alongside collagen peptides is significant with nearly 25 percent year-over-year growth.

And now more brands are following suit when it comes to chocolate supplements. For Alice founders Lindsay Goodstein and Charlotte Cruze, chocolate was the ideal vehicle to provide consumers with functional mushrooms that also happened to be delicious.

“When I started looking, [functional mushrooms] were all powders, pills, tinctures, gummies that were made with artificial ingredients and I more so wanted to lean into indulgence,” said Goodstein, also the brand’s chief executive officer. “There’s something to say about wellness not having to be so uncomfortable and celebrating something that’s good for you.”

Elsewhere, the Coconut Cult is celebrating the power of probiotics, typically taken in a pill format, through its daily probiotic yogurt. Its chocolate mousse flavor offers 25 billion probiotics and the addition of cacao provides fiber, which also supports healthy digestion.

While chocolate-based supplements address consumer demand for more enjoyable wellness routines, the ingredient also poses several additional benefits that brands like The Coconut Cult are harnessing. “Chocolate, when it’s pure, has a lot of oils in it. That makes it a really good carrier for certain types of molecules,” explained Dr. Sarah J. Robbins, gastroenterologist and founder of Well Sunday. “It’s actually a good way of getting fat-soluble nutrients [like vitamin A, D, E and K] into something that’s a good carrier and it can get into your body and into your bowel and then it helps it to be digested and absorbed... Dark chocolate that’s minimally processed has a lot of antioxidants in it.” It also contains high sources of minerals like zinc and magnesium.

Chocolate’s nutrient absorption and snackability were key factors for Source, which recently launched at Sephora, when formulating its bite-sized beauty-boosting and well-being supplements. “Dark chocolate is a natural prebiotic with polyphenols that actually aid in nutrient absorption,” said Source cofounder and chief executive officer Jenne Moore. “The biggest thing that we’ve seen or heard from our customers is it’s easy to remember and when you don’t remember your pill or powder every day you’re not going to see results. Everyone’s after results... and consumers are seeing that snackable, convenient form factors are what’s driving that for them.”

Reports from Mintel show that by using alternative formats, brands will be more successful, especially with younger consumers, by offering more enjoyable experiences — think functional food or indulgent formats.

But while chocolate supplements are addressing consumer demand for alternative formats, founders in the space don’t expect an influx of entrants to the market due to the difficult formulation process caused by the ingredient’s profile and melting point. “From a formulating perspective, there’s a lot of challenges to it because chocolate you can only mix powder. You can’t mix any oils or liquids and then obviously flavor, you’re making something that is supposed to taste good,” said Cruze. “There’s definitely a barrier to entry into working with chocolate and I think you have to be really dedicated and passionate and know you want to work with chocolate to make it work.”

With this in mind, experts recommend seeking out high quality chocolates. “The purer the better, the closer to source the better,” said Robbins.
CALL HIM A POET IN MOTION.

Steve Mormoris, the Scent Beauty founder and fragrance industry veteran, is no stranger to moving fast, given his licensing deals with Stetson, Cher and Dolly Parton, among others. He’s taken that pace with his extracurricular interests, starting with the publishing of his first poetry book.

“It’s a modern meditation on seeing the world through the eye of memory — it’s through the eye of memory that there’s a lot of revisionist history and replaying of the human experience that I was exploring. That’s how I would encapsulate this particular book.”

The book, which Mormoris is promoting with a book tour this summer, is called “The Oculus,” published by Tupelo Press.

Mormoris’ relationship with the form started during his college years when he took creative writing courses at Princeton.

“A long time ago, when I was at Princeton, I was writing poetry. I took creative writing courses, and I studied with some very famous poets at the time,” Mormoris said, including Joyce Carol Oates, Pulitzer Prize winners William Meredith and Maxine Kumin, among others. “It was remarkable to me how literature can be so transformative and enlighten people to understand the plight of others, human nature, the nature of life and all of these universal themes,” he continued.

Having written privately since then, the opportunity to publish his book came by happenstance.

“COVID-[19] was one of these disruptive moments, I started writing more, and I was accepted to a writers’ conference at Tupelo Press in Williamstown, Mass.,” Mormoris said. “I was meeting all of these other poets and writers, we were all working on manuscripts together. I felt like I was back in college and, amazingly, the Tupelo Press offered to publish my manuscript.”

He still looks back on his time at Princeton for inspiration. “My professors have always intrigued me, like William Meredith, Stanley Kunitz, because I grew up with them,” Mormoris said. “I’m a big fan of Mary Oliver — a very simple, accessible style and a brilliant poet. Mark Doty, who has been an advocate for gay rights and of gay life, is a brilliant writer.”

His own style, Mormoris said, can be described as neoclassical, though not for long. “I’m more traditional in my form structure. This particular book, there are sonnets and couplets and some free-form poems. What I like about the book is it has a variety of forms,” he said. “I’m experimenting, I’m breaking away from classicism. I hear that rhyming poems are a complete no-no, but I have a few of those in my book, too,” he said.

Thematically, the Oculus covers broad ground. “The book has three sections. The first one is about the fear of emotional intimacy, the second is about world travel and discovering the beauty of the world, and the third is more of an elegy to my mother,” he said. “I went through writing, I went through rewriting, then the production of the book, and now I’m in promotion mode.”
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