

SPECIAL EDITION

SEPTEMBER 30, 2019

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PAR

Fashion. Beauty. Business.

**Jewel Box
Addition**

Richemont adds
100-year-old Italian
jeweler Buccellati
to its stable.

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Party of Five

An eclectic group
of buyers appear to
have interest
in Barneys.

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**Let's Get
Physical**

Gap talks rollout of Hill
City beyond digital.

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Spring

2020

Smock It to Me

And make it breathtaking. Pierpaolo Piccioli did just that on Sunday with a Valentino collection that hinged largely on the white shirt, here voluptuously smocked and enlivened with artistic gold jewelry. *For more on the Paris shows, see pages 10 to 18.*

PHOTOGRAPH BY AITOR ROSÁS SUÑÉ

adding that clients have 14 days to test samples of scents and can eventually send them back. “So far, only 5 percent of customers did.”

If retailers seemed skeptical toward the opportunities provided by online, most emerging brands exhibiting at the event showed the opposite approach.

Rhizome was one of them, founded by Italian entrepreneurs Dario Pozzi, Stefano and Andrea Aschieri. The goal of the new label is to offer an entry product to niche perfumery through approachable fragrances. The collection counts five scents based on woody and leathery notes, retailing at 96 euros for the single 100-ml. format, in addition to a couple of candles priced at 35 euros.

To encourage online sales, the brand offers sample kits at 15 euros to discover all the scents, providing an additional discount in case a customer decides to buy a fragrance after the test.

Berlin-based edgy label Aer also implemented the service, offering 2-ml. samples for each of its six fragrances at 10 euros. Available in prominent retailers across Germany and at international doors such as 10 Corso Como in Milan, Takamichi Beauty Room in New York and, starting next month, at Dover Street Parfums Market in Paris, the brand additionally builds on engaging with customers by hosting workshops in its Berlin atelier to teach beauty aficionados to create their own 10-ml. perfume using natural ingredients.

Aqua dos Açores was another indie name already ahead in the e-commerce game, although the brand was launched this year by Cinzia Caiazzo. Inspired by the Azores volcanic islands and developed in Florence by nose Alba Chiara De Vitis, the label’s two main eau de parfums – Flores and 50-ml. and 100-ml. formats at 75 euros and 115 euros, respectively. Physical retailers include

a number of doors in Portugal, such as the El Corte Inglés department store in Lisbon, and niche perfumeries in Florence, such as Atelier Parfumeide. “But my goal is to sell my product in stores not strictly related to fragrances, as the shelves in the niche perfumeries are too crowded,” said Caiazzo, mentioning that her scents can already be found in Florence’s nautical shop La Maona, a hairdresser saloon and in a fabric store.

This edition of Pitti Fragranze also gave greater attention to niche skin care, welcoming many clean beauty labels.

The Muse & Heroine agency’s booth was among the busiest stands. Founded by Janine Knizia, the agency promotes a selection of international natural beauty brands, including Le Prunier, Henua, Marine and Vine, Radiće and Activist.

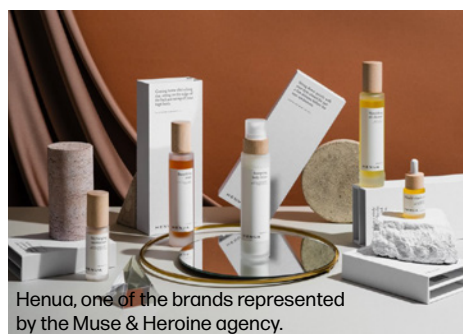
“This is my first time attending the event,” said Knizia, adding that her trade show debut was way beyond her expectations. Visitors to her booth were mainly international – led by German, Austrian and Spanish buyers – rather than Italian, as clean beauty is still unexplored territory in the country. “It’s my mission to explain what all this is, especially in Italy where there’s still a lot to do in this area.”

Noticing a gap in the European market is what encouraged Knizia to establish the business. After her frequent travels to Los Angeles, where she used to buy products at Credo and The Detox Market, she realized she couldn’t find the same labels in Europe, so she decided to create a bridge between the continents. “I said ‘OK, someone has to do it’ because the labels’ founders don’t know how and the retailers don’t have the time to take care of shipments, duties, taxes and certifications.”

So she established a warehouse in Italy and took care of all these aspects in importing and promoting the 12 labels in her portfolio with her network of 120

retailers, including LuisaViaRoma in Florence, Antonia in Milan and Montaigne Market in Paris. In addition, she operates in the Middle East, which she considers “even behind Italy in terms of clean beauty as local customers still want to have the big names and logos, but I think that market will grow in the next two to three years.”

Asked about what’s next for this category, Knizia said “more clean beauty-focused stores will open...and overall this will change a little bit traditional perfumeries, which will have more and more problems.” ■



Henua, one of the brands represented by the Muse & Heroine agency.



Rhizome products.



Aer

BEAUTY

American Eagle Introduces CBD Wellness Line

● The company is launching Mood, a line of personal-care and bath products, at its stores on Oct. 1.

BY OBI ANYANWU

American Eagle is looking to help teens and young adults combat stressors and practice self-care with the launch of Mood, the company’s new wellness and personal care product line, on Oct. 1.

Teens are becoming more vocal about the stress in their lives, whether it be their grades, friendships, family life and social media. A poll from social network After School found that 45 percent of high school students feel they’re stressed “all the time” due primarily to their relationships and teachers. Pew Research Center released a survey in February that found that teens between the ages 13 and 17 believe anxiety and depression is a major problem among people their age.

“Kids are definitely stressed out today between social media and doing well in school and in sports and we want kids to feel encouraged to reset and feel calm and ready to go,” said Chad Kessler, American Eagle global brand president. “We see so much research and feedback that kids feel stressed and need to relax and reenergize. CBD is an ingredient that people are seeing as a way to do that.”

CBD, which is short for cannabidiol, a natural substance found in cannabis plants, is being used by adults for relaxation, stress/anxiety relief, sleep or muscle and joint pain relief, according to



Mood, the new CBD wellness brand by American Eagle.

the Harris Poll, and as an ingredient in skin-care and beauty products.

Mood offers 45 genderless personal-care products, bath essentials and nutrient-rich items that lock in moisture, such as body lotion, hand cream, face and aromatherapy oil, pillow mist, lip salve,

bath bombs, sugar scrubs and foaming face wash. Products feature different scents like vanilla and eucalyptus that “can enhance your mood,” said Kessler, and names like “Chill,” “Energized” and “zZz” that resonate with the Gen Z consumer, who is excited to learn more about CBD.

“There’s a lot of convo around CBD. For a lot of our customers, this may be the first time they experience this ingredient,” said Kessler.

Mood offers skin-care products, but is best described as a wellness brand. Kessler said Mood is “not a solutions brand” but was produced with “experienced formulators” at Green Growth Brands. The Toronto-based company was founded in 2018 and makes and tests all of its CBD products, which are sourced from U.S.-based, licensed hemp processors.

The new line is targeted to AE’s core consumer: teens and young adults between the ages of 15 and 25. Real kids had unscripted interviews about pressure and self-care routines with the brand for its campaign. Every product in the affordable range – prices go from \$7.95 to \$19.95 – is an exclusive formula that comes in recyclable packaging, which is in line with the company’s sustainability initiative.

Though people use CBD oil or eat gummies for their ailments and anxieties, Kessler said Mood will stay away from edibles, and will eventually move away from CBD.

“CBD seems to be gaining traction and coming more into the mainstream,” said Kessler, “but we’ll have CBD and non-CBD.”

He added about the products, “Everything we do is about the customer. We really tried to make sure the products represent value. At this point our current plans is to keep Mood exclusive to American Eagle and we’re excited to see how the brand can grow.”