

## Clé de Peau Beauté set to drive global travel retail expansion into Americas region

By **Hibah Noor** on September, 17 2018 | Fragrances, Cosmetics, Skincare & Haircare



Clé de Peau Beauté's Enhancing Eye Contour Cream Supreme and Vitality-Enhancing Eye Mask Supreme

Shiseido Travel Retail is set to intensify the expansion of luxury skincare and makeup brand Clé de Peau Beauté in global travel retail, as one of the group's core brands in the channel.

According to travel retail data-house Generation, sales of Clé de Peau Beauté grew 95.3% year-on-year worldwide in 2017, and now ranks as the 18th largest perfume and cosmetics brand worldwide, up from rank 30th in 2016.

"We have the ambition for Clé de Peau Beauté to become one of the top 10 beauty brands in travel retail worldwide," said Brand Director (Skincare), Shiseido Travel Retail, Kristina Strunz.

"To date, we have focused on building momentum in strategic locations across Asia Pacific travel retail. Going forward, we seek to sustain Asia Pacific as a powerful growth engine - especially through

the Chinese traveling consumer – but also take steps into Europe, the Middle East and Americas. Travel retail expansion is firmly part of the brand’s overall vision to become a truly global luxury brand by 2023.”

Clé de Peau Beauté’s strategy in Asia is to use high-end experiences to engage customers, with the aim of becoming the preferred luxury cosmetics brand among Chinese women.

To further leverage on the brand’s Chinese popularity, actress Zhang Ziyi was recently announced as Global Brand Ambassador.

Zhang will represent La Crème, the brand’s signature product.

By leveraging best-selling items like La Crème and introducing one-of-a-kind offerings, Clé de Peau Beauté seeks to position itself as a unique and modern luxury lifestyle brand.

Looking ahead, the brand will continue to grow its icons and build on its skincare pillars with exciting new product launches, Shiseido Travel Retail said.

### **New products for SS19**

Clé de Peau Beauté has released details of the key new products for Spring/Summer 19 that will be available in travel retail Asia Pacific and Americas.

Launching in March 2019, Clé de Peau Beauté’s Enhancing Eye Contour Cream Supreme provides long-lasting skin hydration. Using a pioneering scientific approach, the product targets dullness and wrinkles to deliver re-energized and vibrant skin. With continued use, skin will appear plumped and more youthful.

Pairing it with the new Vitality-Enhancing Eye Mask Supreme helps address eye concerns for increased skin benefits. The 10-minute mask – ideally applied before bed – covers the entire eye area for targeted efficacy. Signs of fatigue, worry lines and frown lines appear noticeably diminished and, come morning, the eye area is brightened.

Both products contain refined essence of iris extract, to help stimulate skin. Together, they promote a recontoured eye area for a more buoyant, lifted look.



Clé de Peau Beauté's Essential Refining Essence

Clé de Peau Beauté Essential Refining Essence promises renewed freshness and clarity for skin by introducing phytosterol derivatives – a new ingredient that addresses the cause of visible pores. In conjunction with the reformulated Surface Refining Complex EX, the derivatives target persistent impurities that build up, resulting in smooth skin with a fresh, dewy appearance.

The essence also includes Clé de Peau Beauté's core skincare complex, Illuminating Complex Ex, a synthesis of potent elixirs that stabilize moisture to give the skin radiance and improve texture. Available in 170ml and in a travel retail exclusive 250ml bottle, Essential Refining Essence will be launching in January 2019.

The new Radiant Cream to Powder Foundation delivers a natural-matte finish, flawless illumination and weightless coverage. Upon application, the cream sets into a powder that is both shine-controlling and luminously sheer. This hybrid foundation also has broad spectrum SPF25.

The Radiant Cream to Powder Foundation is available in four shades from March 2019.

The new Refined Lip Luminizer color collection infuses lips with moisture, delivering shine and leaving lips feeling soft and hydrated. The slim, teardrop bullet hugs the lip line for precise application and the intense hues of the collection invoke the rebellious spirit and Rococo style that flourished in the court of Versailles.

The 12 vibrant shades reflect the sweet but rebellious spirit of the palette, such as Sweet as Candy and Perfect Peach. The collection launches in January 2019.

\*Shiseido Travel Retail will showcase Clé de Peau Beauté's SS19 launches at the TFWA World Exhibition (Stand number: Riviera Village RJ5).