

House of Sillage enters the Asian market

By **Jas Ryat** on June, 11 2018 | Fragrances, Cosmetics, Skincare & Haircare



Nicole Mather, House of Sillage Founder and CEO, shares her passion for creating elegant artistry in product and packaging

American haute parfumerie brand House of Sillage comes with a nuance of luxury and elegance. No stranger to domestic success, the brand is now aiming to expand globally in the travel retail market.

Speaking to *Americas Duty Free*, Nicole Mather, Founder and CEO, explains how House of Sillage has extended its range of products from perfumes to cosmetics. May 2018 will mark the launch of a new lipstick collection, which, in a similar way to the perfumes, takes a cutting-edge approach to the product and packaging.



“The lipsticks are a new category for us as we start moving into cosmetics. The beautiful thing about our lipstick collection is it really emulates the look and feel and great quality of our brand. The formulation to start with is amazing. It took me three years with the manufacturer to make this formulation,” explains Mather.

The lipstick formulation contains a crushed white diamond powder, making it a natural exfoliant. The crushed white diamond powder is no stranger to the cosmetics world, but it has not been used in a lipstick before due to the high cost of the material. The formulation allows for full coverage and a long-lasting satin finish.

The lipstick case is a piece of jewelry in itself. The packaging is in the shape of an elegant bow encrusted in Swarovski crystals and comes in bright eye-catching enamel. The cases are refillable with one of the 14 different shades of lipstick. “The nice thing about buying the refill is when you’re

not using them you just put the cap on and it goes in the nice little case that protects it,” enthuses Mather.

The refillable lipstick case retails at US\$198 and the lipstick retails at US\$35.



Asian appeal

Mather stresses that Asia is a major focus for House of Sillage. As the brand expands into cosmetics, Mather believes Asia provides a major opportunity, as the region is very skincare and cosmetic focused. “The Asian customer is a customer that puts a lot of value in their purchases in skincare and cosmetics rather than fragrance and so that’s the number one directive in terms of going into that area. So we’re very hesitant in launching somewhere until we have a product we know would sell very well in that market.”

Currently, Mather is meeting various distributors and securing final contracts for Hong Kong. She will 3

travel there next month to start with and will eventually oversee expansion to Korea.

Worldwide, House of Sillage is present in Dufry Russia in partnership with Gebr Heinemann. The brand is distributed in most of Europe and will be launching in Dubai Duty Free soon. The expansion will eventually be global, allowing the consumer to purchase the product throughout their travels.

Customer experience

Mather notes that the duty free industry is evolving to meet the challenges of today's customer. Digital retail may be the answer to capture the opportunities currently being missed by traditional retailers. "One of the things that duty free stores need to make sure that they are able to figure out is the logistics of everything in terms of leading or being innovative. Being able to order at home or 90 minutes before your flight and having the product waiting for you would be great. Because if travelers missed out on the opportunity to have the product, you know they are not worried about chasing it down," explains Mather.

House of Sillage also highlights the importance of brand message and how it affects the end experience for the customer. It's important for Mather to see where her brand ranks and how to pull her brand higher in the rankings. She stresses the importance of having a strong team and making sure they share the right message. "The story is being told with our products. That's really important for us. The training really needs to be across the board. One of the downfalls in terms of distribution is there is staff turnover in duty free, so it's a matter of constantly being in front and training over and over. That's the biggest challenge," notes Mather.

House of Sillage is a brand that stands out as it has a certain luxury and grandeur. Mather and her team are ensuring this message of benevolent elegance is well understood throughout the travel retail market.