



Cosmetics and Fragrance Marketing and Management Master's Degree Program

Patterning Global Markets in Europe

“The beauty industry gets into a loop believing that it can’t do anything different,” stated Ruth Marshall-Johnson, client and foresight director at The Future Laboratory in London. To counteract this tendency, cosmetics and fragrance executives from the Class of 2019 at the FIT Cosmetics and Fragrance Marketing and Management Master's Degree program visited three European cities in January to identify current and future trends propelling the industry into new and untried directions. The field study is a required course, entitled Patterning Global Markets, for CFMM students in their first year of study.

Stockholm: Land of Many Innovators

The first stop was Stockholm, headquarters for innovators such as Spotify, IKEA, H&M, and Acne clothing. “A highlight of our trip was our visit at Svensk Form, where we met with Nordic beauty and fashion industry leaders like Ann Ringstand, co-founder of urban design and fragrance company Hope, and Victoria Senkpiel, shoe designer and co-founder of beauty sampling service Glossybox,” stated Lola Cooper, member of the CFMM class of 2019 and marketing manager at Matrix. The students also participated in a hands-on session at direct selling leader, Oriflame, visited the Stockholm Fashion District and the Rosenrummet couture showroom at Nordiska Kompaniet department store, and attended a presentation by the US Commercial Service Stockholm, a first-time partner of the field study course.



At Svensk Form in Stockholm, old world charm meets beauty and design trailblazers.



An interactive brainstorming session at Oriflame, complete with Legos and picture drawings.

Paris: Updated Classics

Combining an analysis of the old and the new, the class next studied in Paris. At the L'Oréal Beauty Lab in Clichy, the students donned virtual reality goggles and entered an idealized retail environment of the future. At the Lab, L'Oréal executives also shared key success factors for the men's grooming market in China and Europe. "In addition to gaining a better understanding of how cultural values shape the consumers' approach to male grooming, a true highlight of Paris was our private tours of the Dior showroom and Coco Chanel's apartment," stated Tracy Taylor, member of the class of 2019 and senior manager of consumer insights for fine fragrance at Firmenich. The curriculum in Paris also included a case study discussion by Coty executives at the Musée du Parfum and an overview of the European luxury market presented by Boston Consulting Group.



Students try on virtual reality goggles to experience L'Oréal's enhanced retail environment.



A class photo atop the Fondation Louis Vuitton in Paris, following a tour of the Frank Gehry designed museum.

London: Corporate Giants and a Retail Revolution

London was the last stop on the two-week course, where the students met with executives from Unilever, Net-a-Porter, Marks and Spencer, and Liberty House, in addition to The Future Laboratory and others. A trend walk led by Ms. Marshall-Johnson took the students through the forward thinking neighborhood of Shoreditch, visiting retailers such as Deciem, the Adidas Studio London for Women, and gender-neutral clothing boutique, Browns East.



The master's degree students discussed retail insights at venerable Liberty London, which dates back to 1875.



The London Unilever team presented research on the Gen Z consumer and the Axe Brand.

Most days of the field study comprised three corporate or retailer visits with at least one afternoon in each city dedicated to group research. As part of the course curriculum, the students were assigned one of three in-field category research projects: The Men's Grooming Market, The Natural and Organics Market, or the Home Fragrance Market. For more information about this research, please contact Dorene Kaplan, CFMM Manager.

In the second year of the CFMM curriculum, the students visit Asia for a two week field study. Please look out for an upcoming email about that immersive course.

Class of 2018
Capstone Research Presentations
Topic: Transparent Beauty

Save the Date
June 13, 2018

[Click HERE for Information](#)

For more information about the FIT Cosmetics and Fragrance Marketing and Management Master's degree program, go to: <http://www.fitnyc.edu/cfmm/>.

About CFMM and the FIT School of Graduate Studies

The Master of Professional Studies (MPS) in Cosmetics and Fragrance Marketing and Management (CFMM) program is one of seven advanced degree programs in the School of Graduate Studies at the Fashion Institute of Technology (FIT). Founded in 1985, the School of Graduate Studies offers advanced, career focused education in art, design, and business, and serves as an interdisciplinary resource for research, collaboration, and innovation in those fields.

The CFMM program has become the beauty industry's recognized think tank, producing high-level annual research, presented to industry executives and organizations, and during specialized panels, symposia, and forums in both academia and industry.

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