



**Fashion Institute
of Technology**

Cosmetics and Fragrance Marketing and Management Master's Degree Program

CFMM Expands Field Study Scope with Scandinavian Focus



As part of its global focus, each January, the FIT Cosmetics and Fragrance Master's Degree Program embarks on a field study trip to Europe in which students conduct research on consumer and market dynamics, entrepreneurial start ups, and retail innovation.

This year, the trip included a new destination, Copenhagen, as well as previously visited locales – Stockholm and Paris.

Professor Stephan Kanlian (r.) moderates the Copenhagen panel, which includes Rasmus Arendt Nielsen of BrandHeroes, Jesper Rasch of Lifestyle & Design Cluster, Elisabeth Toftmann Klintholm of Matas, and Helle Fabiansen of the Danish Association of Cosmetics and Hygiene.

Thinking Green in Denmark

When looking for a model of country-wide green thinking, active upcycling, and sustainable sourcing, look no further than Denmark, one of three European markets visited by the CFMM class of 2020.

“Denmark has the highest ratio of consumers buying organic food in the world,” stated Elisabeth Toftmann Klintholm, head of investor relations and strategy at Matas, a 70-year-old beauty and drugstore chain. Stocking global and local, prestige and mass beauty brands in a 50/50 ratio, the retailer has also just launched two Matas Natur concept stores, which focus on green products, health foods, and natural beauty.

Ms. Klintholm participated in a market overview panel that kicked off the visit to Denmark. CFMM chair, Professor Stephan Kanlian, moderated the panel, which was hosted by the Global Fashion Agenda, a non-profit with the mission of making fashion more sustainable. Being eco-conscious and practicing a healthy lifestyle is part of the Danish DNA, explained panelist Helle Fabiansen, managing director of the Danish Association of Cosmetics and Hygiene. As



such, Danes turn to an app called The Chemistry Magnifying App, which rates the safety of products and identifies ingredients suspected of being harmful to people or the environment.

CFMM executive students eagerly await the market overview in Copenhagen.

As for the consumer market environment, Ms. Klintholm explained that Danes love a good sale, or *campaign* as they refer to it, but ecommerce hasn't yet taken off in Denmark, and Amazon doesn't sell there. "Ninety percent of Danes are online," stated Ms. Fabiansen, yet online health and beauty sales account for only 10% of category sales.



Fredrik R. Nilsson, CEO of Lakrids by Bulow describes the brand's new packaging.

Much ecommerce opportunity exists in Denmark, but as in other developed markets, reaching the target consumer remains the challenge. "A new Nielsen Denmark report estimates that Danes are bombarded with 3,500 commercial messages a day of which they will remember eight," stated panelist Rasmus Arendt Nielsen, co-founder of BrandHeroes, a micro-influencer consultancy.

Ready to experience those marketing messages, and armed with the panelists' overview, the CFMM executives embarked on three days of corporate and retail visits in Copenhagen including a tour of the Lakrids by Bulow factory, a high-end licorice manufacturer that has turned the traditional sweets category upside down

Sweden - Land of Natural Beauty

Just as living green is part of the Danish DNA, the Swedes embody the ideal of *natural beauty*. "Sweden is perceived as the number one health conscious country in the world," stated Louise Holst, global portfolio communication manager for Oriflame, a leading global direct selling cosmetics company.

In an overview presentation created for the visiting graduate students, Marianne Bäärnhelm, communications and project manager of the Association of Swedish Beauty Brands, cited health/wellbeing and sustainability as two mega trends for Swedish beauty consumers, as well as noting a growing interest in active ingredients. She also explained that ecommerce has a solid foothold in Sweden, Amazon is popular, and influencers play a key role.

The Swedish love of nature and health conscious lifestyle is partnered with a down to earth attitude. "Eighty percent of Swedish women work," stated Helena Waker, CEO of the Association of Trade Partners Sweden and Stockholm Fashion District.



The students and Professor Kanlian (bottom row l.) with Helena Waker (bottom row 2nd l.) and Gunilla Gröbb (bottom row 2nd r.) both of Stockholm Fashion District.

"Italian shoe companies want to know why more high heels aren't sold in Sweden," she said. "The answer is that Swedish women take children to daycare, run to work, take the subway, etc. We need comfortable shoes."

But make no mistake; Sweden has a robust fashion industry, which the class observed first hand as they toured the Stockholm Fashion District's showrooms. From fast fashion retailer H&M to luxury design house Acne, Swedish designs have a global impact. The executive graduate students also visited the headquarters of Nelly.com, Scandinavia's largest online fashion brand for young women and men, which now delivers worldwide, explained Tuss Odin Edman, head of brand at Nelly, and a former P&G beauty executive.

Oriflame, a native Swedish company, interestingly reports that its biggest markets are Russia and China. Using the phenomenon of K-Beauty as a model, Annika Grenz, director, global Insight at Oriflame, challenged the students to develop a strategy for S-Beauty (made in Sweden), as a viable offer for the US. The resulting idea boards included key words like pure, clean, minimal, authentic, sincere, and cozy.



The class of 2020 at work on S-Beauty idea boards at Oriflame.



A group presents its idea board at Oriflame.

New Sights in Paris

Since its inception, the CFMM European field study has included a stop in Paris, an important destination given the many beauty companies headquartered there. This year, the field study expanded its reach with a number of firsts. For the first time ever, the students visited the Chanel fashion and beauty archives, which included several bridal dresses and other garments designed by Karl Lagerfeld. The group also visited the creative team at the Swarovski Paris studio, and learned about Maison Francis Kurkdjian from Marc Chaya, the artisanal fragrance brand's president, CEO, and co-founder. No Paris trip would be complete without hearing from long-time CFMM partners, such as the Boston Consulting Group and Beiersdorf, and a presentation at Firmenich, where topics included sustainability and perfumers' interpretations of coral, the color of the year. And for the first time, the students visited the L'Oreal Professional Products Division to learn about *Business Transformation in Professional Products Distribution and Leadership*.



Discovering the many sides of coral, the Pantone Color



Following the Beiersdorf presentation in Paris, the

Looking Forward

As the *Beauty Industry's Think Tank*, CFMM is committed to gathering research from around the globe. To that end, next year's January field study will comprise two new markets – Madrid and Marrakesh – as well as a traditional visit to Paris. In March 2019, the CFMM class of 2019 is heading to Hong Kong, Seoul, and Tokyo. The program will soon announce new destinations for the 2020 version of that trip as well. Stay tuned!!

Mark Your Calendars: Capstone 2019

Topic: Beauty and Technology
Date: Wednesday, June 12, 6-8 pm
Location: FIT Haft Auditorium
Sponsor: Luminess

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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