



Cosmetics and Fragrance Marketing and Management Master's Degree Program

A MESSAGE FROM THE BEAUTY INDUSTRY'S THINK TANK

Dear Friends of CFMM, we hope this email finds you safe, healthy, and well. In this time of challenge due to the coronavirus, the faculty, staff, and students in FIT's master's program would like to express our appreciation of the beauty industry by continuing to provide thought-provoking, timely research on global wellness and the future for beauty post-pandemic. While CFMM courses have moved to remote learning for the spring semester, students and faculty have been highly engaged in the overall theme of wellness in the CFMM curriculum during this past academic year. The pandemic has presented a unique environment for study, especially for the annual Capstone research project, which is focused on The Future of Well-Being.

Please continue reading to learn more about the Class of 2021's European field studies centered on wellness, updates on the master's program, and further information on this year's Capstone research.

Dissecting Established & Emerging Markets CFMM's Annual Europe Field Study Visits New Markets

Paris, Marrakech, and Madrid, with their varied socioeconomics and retail environments, provided key insights into global cultural and marketing trends for the executive students enrolled in FIT's Cosmetics and Fragrance Marketing and Management (CFMM) Master's Degree program.

These cities, visited in January 2020 as part of the CFMM field research course, Patterning Global Markets, taught by Professor Stephan Kanlian, offered the class of 2021 opportunities to research first-hand established and emerging markets in Europe and Africa, identifying patterns within the wellness and the conscious-consumer spaces.

Paris: Learning from Consumers and Startups

Spearheading a standard for natural, effortless beauty, Paris was the perfect place to investigate consumer expectations and beauty innovation. A presentation by fragrance house Firmenich focused on the concept of "natural" in the beauty space. The company's recent conscious-consumer study laid the groundwork for consumer expectations and explored attitudes about

natural versus synthetic ingredients, packaging made of biodegradable and recyclable materials, and the need for simpler, intuitive product claims. Continuing this focus on shoppers, L'Oréal Paris shared consumer insights rooted in convenience, superior quality, sustainable formulas, and a continued need for education as a key business driver in haircare. Speakers at Swarovski presented the company's spring 2020 collection, which focused on holistic well-being and used materials found in nature—proving that the interest in wellness goes well beyond beauty.



CFMM students learning about the startup incubator, Station F, in Paris.



A Swarovski mood board.

A highlight of this year's Paris market study was CFMM's first-ever visit to Station F, the world's largest incubator, offering entrepreneurial resources to startup companies. The class heard from representatives from various startups currently enrolled in LVMH's La Maison des Startups, an acceleration program that emphasizes the customer experience of tomorrow. In a workshop setting, students strategized solutions for immediate issues facing the startups, including brand loyalty for Replika, social selling for Cleed, and beauty preservation for Beautigloo. To round out the day, Ian Rogers, LVMH's chief digital officer and former co-founder of Beats Music, discussed the future of luxury in the digital space, touching on the importance of omni-channel, consumer behavior, partnerships, data intelligence, and brand awareness.

Marrakech: Where Diversity and Artistry Meet

A common observation running through the group's exploration of Marrakech was one of a country at a geographic and cultural crossroads — each session with scholars, retailers, and marketers imparted the value Moroccans place on the country's diversity.

On the first day, the class was immersed in the country's current economic challenges and focus points, starting with presentations by Cadi Ayaad University's Drs. Fatima-Zohra Iflahen, Farid Chaouki, Asam Farah, and Jaouad E. Mazoudi. The professors

described their own projects, as well as the government's efforts, to bolster women's empowerment within Morocco's workforce. The presentation covered the significance of corporate social responsibility amongst companies operating within the country, particularly due to a strong influence from France.



The Class of 2021 with executives from The Royal Mansour hotel.

The first day concluded with guided visits to retail locations both in and outside the medina (the historic souk within the walled center of the city) to understand how residents participate in the local economy and the impact of tourism. This context proved to be essential to the rest of the visits scheduled for the following two days.

The second day in Marrakech revealed the country's economic disparity, and the visits brought to light the spectrum that currently exists in terms of economic opportunity. The group began at The Royal Mansour, an overwhelming emblem of the wealth, luxury, and tourism bolstering the Moroccan economy. Owned and commissioned by the King of Morocco, the five-star hotel has repeatedly garnered accolades and placed on top 10 lists worldwide following its opening in 2010. In stark contrast, the group proceeded to a lunch and meeting at the Amal Center, a local nonprofit that is dedicated to empowering and serving Moroccan women by training them in restaurant services and supporting job placement. The presentation from the center's charismatic leader Nora Fitzgerald Belahcen and the stories from the trainees affected the group noticeably — Ms. Fitzgerald Belahcen's urgency was visceral and her passion filled the room. After swinging from one end of the wealth spectrum to the other, the group finished the day by learning the intricacies of argan oil extraction from representatives of Pure Heritage Essaouira, a one-year-old startup based in Morocco, which was just named "StartUp Enterprise of the Year" by the Moroccan government.

During the final day in Marrakech, the focus transitioned from economic divergence to learning about the impact of Morocco's ethnic and religious diversity on local artisanship as well as global art and design. Stephen di Renza, creative director of Jardin Majorelle and former global creative director of Dunhill, provided insight on Morocco's art history and local artisan partners, and described how he works to preserve the country's rich history through modern design. The trip concluded with a tour of the Jardin Marjorelle and the Musée Yves Saint Laurent, a fitting ending that illustrated how Morocco celebrates beauty in many forms.



Stephen di Renza of Jardin Marjorelle and Musée de YSL

Madrid: The Rise of Mercadona



Team Building: Cooking Workshop for the class of 2021, preparing traditional Spanish dishes - pan con tomate, paella, and flan.

The last European stop for the CFMM field study was Madrid. Ricardo Alcon Martin, new business development manager at Nielsen, presented a market overview, describing how the 2008 global financial crisis caused Spain's Commodity Channel Index (CCI) to drop significantly, but thanks to the optimistic Spanish culture, the CCI has rallied, reaching an all-time high in 2019. Spain's biggest challenges are an aging population and an unemployment rate of 14%, especially among millennials.

Household sizes are decreasing significantly, and young Spaniards are moving to other countries for employment. One key impact has been a shift in the purchasing patterns of cosmetics, or "perfumery" as the Spaniards call it.

Spanish consumers now gravitate towards private label products such as the Deliplus brand from the Mercadona supermarket chain. Brands like Nivea from Beiersdorf are struggling to stay strong because locals perceive private-label brands as money-conscious alternatives, offering the same or even better quality than the originals. The perception is so strong that Mercadona is now releasing higher-priced brands with claims along the lines of "made with diamonds" and the market is eating it up.



CFMM students at Beiersdorf presenting a Nivea Q10 strategy challenge to the Nivea marketing team.

During a workshop at Beiersdorf, Jaime Maganto, senior brand manager, challenged the members of the class of 2021 to create strategies to promote Nivea's Q10 anti-aging range in the Spanish market, focusing on maintaining a strong relationship with retailers, amidst these unique price point and market channel challenges.

L'Oréal's approach in Spain is to invest in technology with a focus on personalization. Its Digital app services let consumers diagnose their own hair and skin concerns using smartphones, resulting in personalized product recommendations. The My Skin Track UV is a wearable device that monitors skin exposure to UV, pollution, and humidity. With personalization as the main focus, the Perso technology tracks external conditions and creates a skincare formula for a particular day. It can also create any imaginable shade of foundation or lipstick. Finally, L'Oréal reinvented the entire look of its mass market, retail store shelves. The goal was to make it "cool," and explain rituals and differences between products. The company attributed the success of the makeover to a focus on the in-store experience, resulting in the addition of events, collaborations with fashion houses, and in-store makeup artists. L'Oréal ended the presentation with a tour of in-house "Salon Emotion," which is part of the Academia L'Oréal Madrid. The layout of the salon features multiple stations and serves as a model for salon owners to increase engagement with clients and to promote more salon visits, with specialized areas for naturals, consultation bars, enhanced service modules, and

upgraded merchandising that utilizes digital technologies.



The class of 2021 gathers at Nextail.

The class continued with a visit to Nextail, a software integration platform for retail merchandising that allows retailers to minimize lost sales while keeping inventory low. It uses algorithms that forecast sales based on probability. The January field study concluded with a visit to LOEWE, part of the LVMH fragrances group, where Juan Pedro Abeniagar, CEO, explained how the team in Spain rebranded all creative aspects of LOEWE fragrances for global launch, but kept the same formulas.

This included having a consistent color story on the packaging with artwork from famed photography pioneer Karl Blossfeldt, which led to redesigning all their bottles to one single design used across all fragrances. The class left with a deep understanding of the importance of being consistent with the brand's values and connecting with people. LOEWE wants people to fall in love with the brand by reflecting the values that people connect with the most.

As a course requirement, the students worked on group projects based on their field research. On February 3, they presented findings to faculty and members of the class of 2020 on the following topics: Wellness and Ingestibles, Skincare, and Bodycare.

Capstone 2020: The Future of Well-Being

The concept of wellness is evolving across markets, cultures, and societies into a new global consumer focus on holistic well-being. This evolution is permeating a vast array of industries and public sectors, with deep roots in socioeconomics, politics, healthcare, and environmentalism. Given its multifaceted impact, the Capstone research on The Future of Well-Being will explore this phenomenon from two perspectives.

- Global Well-Being – The impact on Nations and Citizens: this study will look at how nations are working to protect and improve the well-being of their citizens and what role governments and international institutions will play in this evolving landscape. In this context more than ever, a nation's GDP appears like an obsolete KPI (key performance indicator) to measure success, and in the future, governments will have to adopt a new measurement of success that incorporates citizens' well-being.
- Holistic Well-Being – The Impact on Beauty Brands and Consumers: this study will explore how beauty consumer behaviors, attitudes, and expectations will evolve in one, two, and 10 years from now; and what the beauty industry, brands and corporations must do to future-proof their businesses to remain relevant.

As the COVID-19 situation evolves, and resolves, we will keep you updated about the annual Capstone Research Presentation event, which has traditionally been held in June. For more information, please email dorene_kaplan@fitnyc.edu.

CFMM Faculty and Alum Present

at WWD Digital Beauty Forum



Brooke Carlson, CFMM professor, spoke at the WWD Digital Beauty Forum, a conference where beauty executives and industry leaders share their perspectives on digital trends and issues that are shaping beauty brand marketing in 2020 and beyond. The event was held on February 12 at the New York Historical Society.

Professor Carlson wasn't the only CFMM representative at the forum. Kory Marchisotto, chief marketing officer of e.l.f. cosmetics, and a 2009 alumna of the Cosmetics and Fragrance Marketing and Management program, was also a speaker.

CFMM Global Learning Model Showcased at WorldStrides Summit

WorldStrides, CFMM's travel partner for executive field study trips, called on Stephan Kanlian, chair of the MPS Cosmetics and Fragrance Marketing and Management (CFMM) program, to share his expertise during the WorldStrides 2020 Global Education Summit in Washington D.C. on February 7. He joined a panel discussion on the topic of experiential learning in international markets. The CFMM field study courses were presented as case studies of successful local market immersion and strategic challenges, where students work with business leaders to develop solutions for existing business issues.



Stephan Kanlian (c.) presenting at the WorldStrides Summit in Washington D.C.

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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