



Cosmetics and Fragrance Marketing and Management Master's Degree Program

Graduate Students Look to Asia for Beauty Insights

From provenance snobbery to humble confidence to skin care diets, the retail landscape in Asia is an enlightening trip through Alice's looking glass for beauty watchers in the US. Twenty executive graduate students from the 2018 class of FIT's Cosmetics and Fragrance Marketing and Management master's degree program took to the skies last semester to soak up the surprising, awe-inspiring, and future focused retail markets in Shanghai, Seoul, and Tokyo.

Shanghai: Building Blocks for Success

While Chinese consumers have moved away from conspicuous luxury in favor of premium and affordable luxury goods with value and quality as a top priority, the origin of products is most important. "Many stores clearly advertised anything that was sourced from another country, as the foreign origin was a key product benefit," stated Lindsay Powell Schwartz, director, US influencer marketing and public relations, Coty Luxury. Bold designer statements remain important in China, but the presentation at BBDO Shanghai highlighted the *Shanzhai* phenomenon—the "borrowing" of ideas from other companies, expanding upon the original idea, and achieving success with the new improved product. Other company visits in Shanghai included presentations at LVMH, Weiden + Kennedy, Lane Crawford, and IFF Shanghai.



Andrew Wu, Group President, LVMH China discusses the luxury landscape in China



The Field Studies included a visit to Starbucks Reserve Roastery in Shanghai, reportedly, the first fully immersive coffee experience in Asia.

Seoul: Retail-tainment Central

“We’ve heard this term time and time again, but never did I expect to see what I did in Seoul. It is the land of retail-tainment, beauty-tainment, and gamification. Every store is designed to increase dwell time with cafes built into the retail space,” stated Jessica Bibby, executive director, product and trade marketing, Aramis & Designer Fragrances, Estée Lauder Companies. Guided on a retail tour by the Millennial Board of the Estée Lauder Companies in Korea (ELC Korea), the students explored retail concept stores such as the Style Nanda Pink Hotel, Queenmama Market, and Gentle Monster. According to the presenters at ELC Korea, the Korean consumer is “dieting” on skincare products and has decreased her regimen to six products from the previous eight to nine. Corporate and retail visits in Seoul included: Amorepacific, Fleishman Hillard, Kantar Worldpanel, and Diageo Korea.



The CFMM Class of 2018 at the Estee Lauder Companies headquarters in Seoul.



Visiting Amorepacific headquarters in Seoul.

Tokyo: Authentic Local Pride



Enjoying sakura, cherry blossoms in Tokyo, between retail store visits.



POLA/Orbis's Three Aoyama concept store in Tokyo, complete with restaurant and spa, was a favorite spot on the retail tour.

“Japanese brands reign supreme, local brands are of the utmost importance, and the cultural heritage of a brand is dialed up to its advantage,” observed Ms. Bibby of the Tokyo retail landscape. While meeting with executives from Shiseido, POLA/Orbis, and Adidas, students were introduced to *omotenashi*, the Japanese tradition of hospitality, which extends to product production. “I was particularly inspired by Shiseido’s ‘Quality of Life’ initiative, which leverages the emotional power of makeup to improve the lives of Japanese cancer patients,” stated Ms. Schwartz. “I was surprised to learn that many of Shiseido’s charitable and sustainable initiatives are unknown to consumers, an example of the company’s ‘humble confidence,’ which stems from Japanese traditions.”

The Role of Transparency

The annual CFMM Field Study trip to Asia precedes the graduating class's Capstone project and contributes to the basis of the research. This year's Capstone topic is Transparent Beauty with a dual focus: 1) transparency as it relates to the creation and marketing of beauty products, and 2) transparency in the corporate world and organizational environment. The research collected in Asia was surprising. "Brands in Asia seem to be more willing to divulge product information to third parties in order to arm the consumer with the information they need to make the right purchase, aided by tools like the Korean Hwahae app," stated Ms. Bibby. Asian consumers are more trusting of sharing their personal information as well. "I was surprised that in all three markets, consumers didn't seem to have the same fears or concerns that US consumers have about privacy and data collection," stated Ms. Schwartz. Asian consumers feel that the data gathered by brands and tech companies will ultimately make their lives easier.

The complete Capstone research on the topic of transparency will be presented on Wednesday, June 13, 2018, at FIT's Haft Theater. Admission is free, but you must register for the event [here](#). We hope to see you on June 13.



Class of 2018
Capstone Research
Presentations
Topic: Transparent Beauty

June 13, 2018

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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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