

Leadership in Action

News from the Beauty Industry's Think Tank

Volume 3, Issue 1 | Winter 2011

It's a 10!

FIT Master's Program Marks 10th Anniversary at Industry Breakfast

On September 22, 2010, over 350 leaders in the beauty industry came together to celebrate this milestone, and to honor Marc Pritchard of Procter & Gamble and Linda Wells of *Allure* magazine. The event kicked off with a series of three videos, shot and produced by program graduate Douglas Bender, part of an archive project for the 10th Anniversary supported by the Personal Care Products Council (PCPC). The videos featured archival footage and photos of classroom interaction, overseas field studies, and testimonials from top industry executives, members of the faculty and graduates of the program. The event was sponsored by the program's corporate partners, including Coty, L'Oréal, LVMH Perfumes and Cosmetics, Procter & Gamble Beauty, Shiseido Cosmetics America, and Target.

During his remarks, honoree Marc Pritchard expressed his sentiments about his long history with the program:

"I know the future of our industry is in great hands because of FIT's master's program – it turns out the most brilliant, innovative and creative minds." He went on to say, "I'm certain this industry will grow and prosper in the years to come because of this program." For her turn at the podium, Linda Wells commented on the future of beauty, telling the assembled that "the bottom line is beauty is going to be very, very big." In speaking about the FIT master's program, Wells quipped "when you marry beauty and brains, it's a killer combination."

David Greenberg, President, Maybelline/Garnier and Chairperson of the program's Industry Advisory Board, called the FIT master's program "a place to nurture and challenge ideas; to confront weaknesses and uncertainty; to build know-how and confidence; and to foster passion for an industry that thrives on that very same trait."

Founder of the program, Professor



Marc Pritchard and Linda Wells, honorees, with David Greenberg and Stephan Kanlian



Vivianna Barrera and Rebecca Heck, Alumni Co-Chairs, with Stephan Kanlian



The anniversary scene at Guastavino's

Save the Dates!

Class of 2013 Application Deadline

Tuesday, March 15, 2011

For details visit our website:
fitnyc.edu/cfmm

Capstone Class of 2011

Thursday, May 19, 2011

Sponsored by Target



Stephan Kanlian presented a check for \$10,000 to the co-chairs of the program's new Alumni Association. He also reflected on the future and went on to stress the importance of good global brand citizenship. He also observed that "today's multinational corporations have more power to influence society than national governments." He emphasized the program's role in training "empathic leaders for the future, so that we can bring beauty back to the center of our consumer's mindset and conversation." ■

KEY ACCOMPLISHMENTS TIMELINE

2000 Launch of Program at Metropolitan Club; Article in *Business Week*
2001 First European Global Study Course (Paris)
2002 First Graduating Class and Capstone Presentations
2004 First Conference: "Where is Beauty Retailing Headed;" First Collaboration with WWD Beauty CEO Summit
2005 First Executive Mentor Luncheon hosted at LVMH
2006 First Conference with Target and IDEO: "Building an Innovative Business"
2006 First Estée Lauder Faculty Leadership Award presented by Evelyn Lauder

2007 Global Luxury Consumer Study, sponsored by LVMH, presented at American Express Luxury Summit with IDEO
2008 Sustainability Capstone Research with Johnson & Johnson
2009 First publication of Capstone White Papers: "New Intelligence for the New Economy"
2009 First issue of newsletter "Leadership In Action" published
2010 First Conference with Wharton School: "Refocusing Retail"
2010 FIT sponsors L'Oréal's 100,000 Years of Beauty Panel
2010 10th Anniversary Breakfast honors industry icons
2010 Alumni Association formed
2010 Second Collaboration with WWD Beauty CEO Summit

Alumni Spotlight: Sheherazade Chamlou (Class of 2004)

First Alumnus Appointed to Fragrance Foundation Board



For the past 20 years, Ms. Chamlou has been part of the international sales team of SGD, where she is currently Vice President of Sales & Marketing at SGD North America in

New York. In addition to marketing, she has sales responsibility for all accounts in North America. Prior to SGD's opening of the NY facility, Ms. Chamlou's extensive experience in the European market was developed through positions in the company as Area Manager for UK Perfumery operations (based in London) and Sales Manager, based in Paris. During this time, Ms. Chamlou was in charge of sales to major European and global accounts such as: Procter & Gamble, Unilever, Shiseido, Dior, Yves Saint Laurent, Escada, Avon, and Beiersdorf. Ms. Chamlou holds a Bachelor of Arts in International Business Administration and International Trade from the American University in Paris, an MBA degree from the prestigious École Nationale des Ponts et Chaussées in Paris, as well as a Master's Degree from FIT's Cosmetics and Fragrance Marketing and Management program. She is multilingual, with fluency in English, French, Spanish, and Persian.

Professor Brooke Carlson sat down with Ms.

Chamlou for the following Q&A interview:

Brooke Carlson (BC): How do you feel about being selected for the Fragrance Foundation Board?

Sheherazade Chamlou (SC): I'm honored to have the opportunity to interact with a panel of exceptional professional experts in the industry and to contribute to the promotion of fragrance.

BC: What has the FIT CFMM degree meant to you personally, and how has it affected your career?

SC: The program has had a significant impact on my professional development skills and growth. It was a unique experience to learn from a faculty of practicing professionals, to work in teams on complex industry problems under the guidance of executive mentors and to make strong industry connections. Furthermore, after graduating from the program, I was promoted to V.P. of Marketing and a year later to V.P. of Sales & Marketing at SGD N.A.

BC: What is your proudest accomplishment since graduating?

SC: The FIT master's program empowered me to inspire others both personally and professionally. Through interaction with designers in our industry, my son became interested in design and is now a senior at Pratt Institute studying graphic design. I also inspired several colleagues to pursue their education and they now have been promoted to

"We are delighted to have elected Sheherazade Chamlou, the first FIT CFMM alumni, to our Board this year. As an active supplier member of The Fragrance Foundation, SGD and Sheherazade are expected to play an important role in helping direct the Foundation, and therefore the Industry, to not only face the challenges confronting the Industry but to overcome them. I have great confidence in her business savvy and grasp of the driving forces in today's fragrance world."

ROCHELLE BLOOM
President, The Fragrance Foundation

jobs with more responsibility in the company.

BC: Do you continue your involvement with the program (attend events, for example)?

SC: I have attended most of the Capstone presentations as well as alumni breakfasts and events and have been a mentor to another FIT master's program graduate. I also plan to participate in this year's upcoming Asia trip.

BC: What advice can you give young professionals who want a successful career like you in beauty?

SC: The workplace has changed greatly and people are looking for more meaning from their work with a better work-life balance.

It's a challenging decade to come, but there are wonderful opportunities and I cannot stress enough the importance of being passionate about one's work, being willing to learn, network and stay current with the evolving technology and marketplace. ■

Guest Speaker Dr. Kit Yarrow Shares GEN Y Insights at FIT Events

Master's Program Team Building and Faculty Training; Wharton Retail/
FIT Master's Program Joint Breakfast, FIT Faculty of the Future Conference, and
Consumer Behavior Class Lecture



September 11, 2010, the Class of 2012 kicked-off their studies with an all-day team-building event at FIT's campus. Board Member Mary Manning introduced her friend, Dr. Kit Yarrow, who facilitated the workshop. Dr. Yarrow is an author and expert on Generation Y, and member of the psychology and marketing faculties at Golden Gate University. Through group exercises, the students explored

attributes of high-performing teams, discovered the importance of empathy and respect, and discussed the value of diversity. What was striking about this group is that their interpretation of diversity went beyond culture or race, and embraced individuality, differing backgrounds, experience, personality and interests.

The following Monday, Dr. Yarrow held a faculty training session which focused on enlightening faculty members about Gen Y in the classroom, and provided them with insights into Gen Y characteristics and motivations, while offering a series of suggestions around teaching styles, relationship and team building.

On Friday, December 3, Dr. Kit Yarrow returned to FIT as guest speaker for the

"Raised from birth with all that technology has to offer, today's students literally think differently than previous generations. These psychological changes will accelerate in the future. Ready or not, faculty need to learn new ways to engage, mentor and teach. I admire FIT for taking a leadership role in preparing their faculty to meet the needs of their current and future students. It was an honor to contribute."

DR. KIT YARROW
Golden Gate University

continuing series of Alumni Breakfasts jointly sponsored by the Wharton School's Baker Retail Center and FIT master's program alumni. The event was held at Firmenich and hosted by Rebecca Heck, class of 2007. Later that day, Dr. Yarrow was the luncheon keynote speaker for the entire FIT New York City campus faculty, for a conference on "Faculty of the Future,"

continued on page 4

Global Learning in London and Paris

The Class of 2012 Examines European Markets

Accompanied by Professors Kanlian and Tumolo, the Class of 2012 students spent a week's field study in Europe, with lectures, case studies, retail and museum visits. Stopping first in London, they received a retail overview at the headquarters of IDEO London, followed by targeted retail visits centered on food and beverage, transport retail and fashion/beauty innovation. In Paris, the students were treated to business case studies led by industry leaders at Christian Dior, IFF, Coty, and L'Oréal, and a regulatory overview by the French industry association, FEBEA. Retail visits included the Sephora flagship, Le Bon Marché, apothecaries and natural cosmetics concept stores, and the grand tour of Printemps and Galeries Lafayette. A special treat was a tour of Coco Chanel's apartment. In addition to gaining insights from corporate executives and marketing innovators at these global beauty giants, the students also spent time trend hunting for retail, beauty, and fashion ideas. They gained global consumer insights and an in-depth understanding of the European beauty markets, exposure to global industry leaders, and different visions of market leadership. They also learned to work together as a team, choosing to dine together every single evening of the trip. ■



The students visit Eiffel Tower area retailers.



The Class of 2012 experience beauty at the Paris office of Dior.

Dr. Brooke Carlson Joins Program as Full-Time Faculty Member

Industry Executive with Record of Academic Achievement and Dedication to Executive Learning



Dr. Carlson shares her experiences and observations after completing her first semester.

It's been four months since I left the corporate beauty world to join the FIT master's program as a full-time faculty member. On Friday, August 20, I completed my last day at Conair, and on Monday, August 23, I jumped right into my new role as professor at FIT without blinking an eye. I made the decision to adapt my schedule and personal life to accommodate joining Professor Kanlian at FIT, and teaching the full-time load of four classes/four evenings a week. I am honored to have been selected for this unique program, and have already put my 20+ years of executive marketing and management experience to work. I have a unique understanding of what it takes to succeed in this program, having completed my three degrees, BS Business Administration, MBA Marketing, Doctor of Science in

Management Systems, while working full-time in the industry, at night and on weekends, over the course of 16 years. My long-term goal was to someday join academia, and I couldn't find a program better suited to my professional and educational experience. I am living proof that being a working professional, having a successful and progressive career and going to school can be done. It takes commitment, persistence, drive, organization, and prioritization. So, I certainly have lots of empathy for the students in our program, and their career/life/school balance, yet at the same time, I also know they can do it. I expect great things from each and every one of our students throughout the program.

In addition to teaching finance, advanced marketing and leadership to the Cosmetics and Fragrance master's program students, I also teach finance and marketing to the Global Fashion Management graduate students. I am also the liaison for our Professional Development Committee, and am editor of the CFMM Newsletter. One of my goals moving

forward is to work closely with our Alumni Association and on the program's visibility in trade publications, business and consumer media, and to be able to share our students' wonderful ideas from this most amazing "beauty think tank," of which, I am now a proud contributor and member. ■

FIT Master's Program Faculty Contacts

CHAIRPERSON
Stephan Kanlian

212-217-4306
Stephan_Kanlian@fitnyc.edu

ASSISTANT PROFESSOR

Dr. Brooke Carlson

212-217-4252
Brooke_Carlson@fitnyc.edu

www.fitnyc.edu/cfmm

Food, Fashion and Beauty, It's All Interconnected

Class of 2011 Identifies Global Trends

The second year students added additional insights from New York City trend visits to their overseas field study in Europe last year, developing Trending Reports for their Marketing course.

Alison Aidlin (Victoria's Secret).

Optimistic Realism: Consumers are feeling generally positive about the future, but with a more balanced, realistic perspective that values **authenticity with a bit of whimsy** to counter the harsh reality of the world in which we live. Category Trend: **Slow Down There, Neighbor** – the locavore movement in farm-to-table food. She says that after years of being serious and conservative, people are taking control over those things that they can – such as what they wear, the cosmetics they buy, and what they are eating.

Stephanie Dishart (Matrix). Category Trends: **Lacquer Luster and Red Hot Red Now** – nail and hair color collections focused on high shine and red-hot shades. **Bling is Back** – beauty meets luxury. She says “put that one-of-a kind diamond encrusted compact out for display, have a

celebrity carry it at the Oscars, and post it on Facebook.”

Devin Homsey (Chanel). Changes in **technology and the economy impact** the ways in which we now **perceive, receive, enact and respond** to trends – from Twitter food trucks and comfort food, to fast-fashion from runway-to-reality, and to **bloggers as the new celebrities**. She sees an even **shorter lifespan of trends** and believes that trend duration is directly proportional to its ability to remain “trendy,” i.e., inaccessible and unique.

Evelyn Lu (zeel.com). Category Trend: In food, she sees **Gourmet Going Mobile (literally)** with gourmet food trucks and fancy eats in the form of **Gourmet Condiments**. Overall, she feels that advances in technology are dramatically changing consumer purchase behavior, from how we follow food trucks to which stores we enter and what brands we buy.

Anahita Mekanik (IFF). Category Trends: Women are **Manning Up** as a trend in clothing, as well the **New Manly Renaissance** – a nostalgia for the career

man (Mad Men, for example). **Ice Beauty** is a trend, and the integration of skin-care benefits and ingredients into food and ice cream. She sees an overall societal trend: the behavioral shifts brought on by the recession have infiltrated all categories and impact how we dress, look and even what we eat.

Lindsay Novellano (Elizabeth Arden). **Brand Me:** The continuing and growing beauty trend to brand retailer products, such as CVS' “Beauty 360,” Duane Reade's “Look Boutique” and Target's “Destination Beauty.”

Pei Wong (Chanel). **Engagement and Convenience:** Adaptation or else, with trends being translatable across food, fashion and beauty. Category Trend: **Dinner for 2 at Wegmans** is about **engaging consumers**, building loyalty, and **fulfilling consumers' desires** for gourmet, pre-prepared meals. For beauty, she feels that brands/retailers need to **partner up** and innovate to keep consumers engaged. ■

Program Establishing Reputation as Think Tank

Macy's, L'Oréal, and Leading Retailers Examine Capstone Research



Jessica Wolfe of Symrise, Class of 2010

In July 2010, the “Future of Leadership” 2010 Capstone Project was presented to the inaugural meeting of FIT's new Educational Foundation Board, comprising senior executives from leading retailers and

manufacturers (Estée Lauder, Li & Fung, Macy's, Polo Ralph Lauren, Warnaco), introduced by FIT President Dr. Joyce Brown.

Macy's subsequently invited two other 2010 Capstone Groups, “The Future of Beauty” and “The Future of Fragrance,” to present in September. Introduced by EVP/GMM Muriel Gonzalez, the alumni engaged in dialogue with the entire beauty merchant team at Macy's. The event was

meant to generate new ways of thinking around beauty at retail.

Also this past fall, L'Oréal's Executive Committee heard all four 2010 Capstone projects presented by their company's recent graduates, organized by FIT graduate and Alumni Co-Chair Viviana Barrera. “We heard the word “bravo” uttered over and over

again,” says Barrera. “Everyone was so impressed, and committed to coming to this year's Capstone!” The presentations were followed by an interactive question and answer session.

These opportunities increase the visibility of our alumni and their contributions are shaping ideas within their companies and the industry at large. ■

Guest Speaker Dr. Yarrow

continued from page 2

recommended and organized by the FIT master's program. Dr. Yarrow shared her insights on changes to the classroom wrought by technology, and new teaching methodologies that align to Gen Y value systems. Dr. Yarrow also managed to squeeze in a guest lecture to the Class of 2012 in Professor Judy Galloway's Consumer Behavior course, as part of her visit to FIT. ■



From left: Capstone group leaders, Shiri Sarfati (Repêchage) and Nichole Kirtley (L'Oréal), both class of 2010, Macy's executives Julie Greiner, Muriel Gonzalez, and Patti Ongman.