



INNOVATE TO ELEVATE:  
ENHANCING RETAIL SYNERGIES AND CUSTOMER EXPERIENCE  
THROUGH PRODUCT INNOVATION



# AGENDA

1. WHO ARE WE
2. OUR MILESTONES
3. OUR STRATEGY
4. ITALIAN BEAUTY MARKET AND BRAND TRENDS
5. OUR INNOVATION RESPONSE
6. RESULTS AND NEXT STEPS







**WHO ARE WE ?**







# OUR MILESTONES



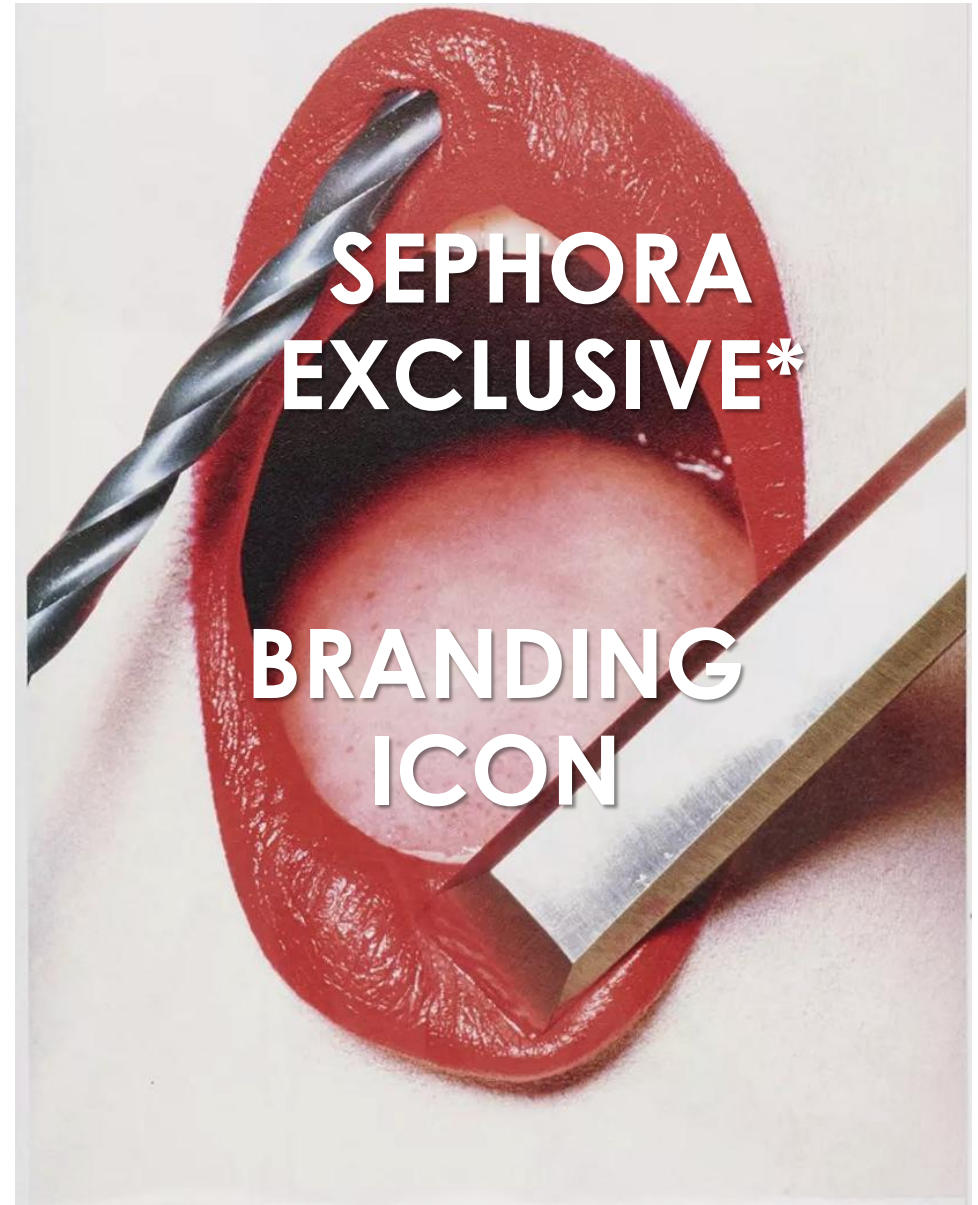
**MATURE  
BRAND**

**CREATIVE  
MAKE UP**



**PRO  
DNA**

**SENSORIAL  
TEXTURE**



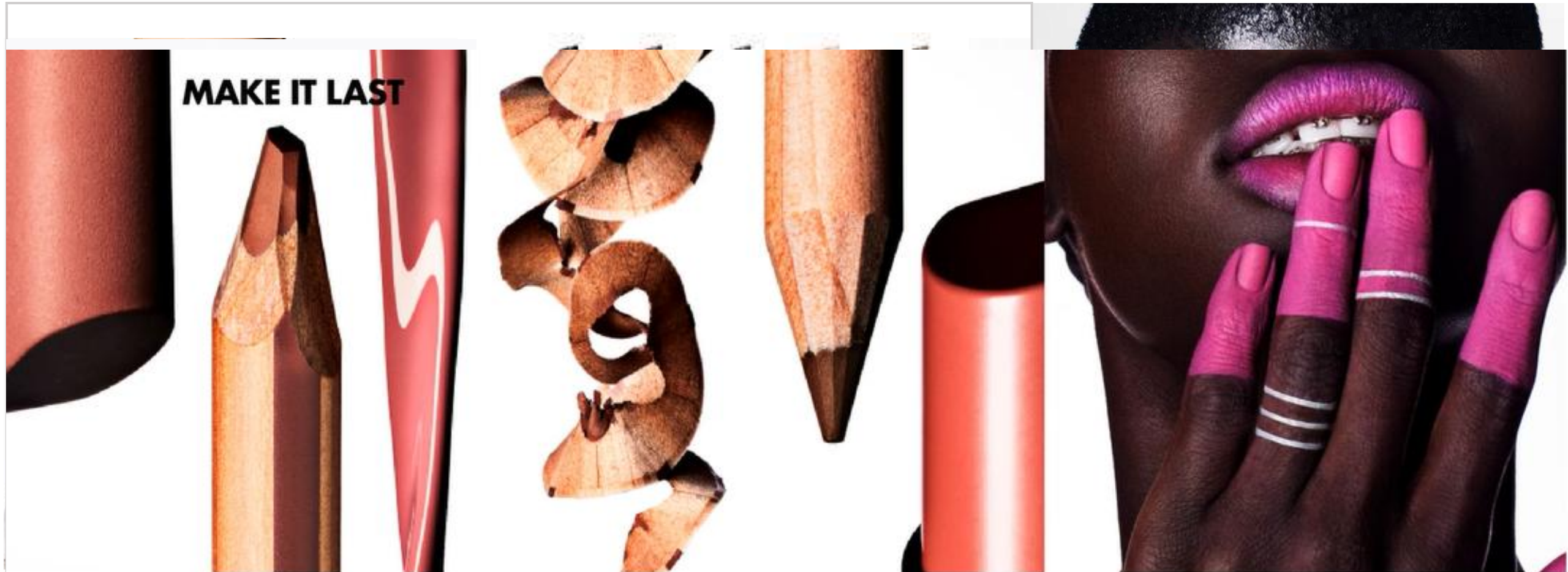
**SEPHORA  
EXCLUSIVE\***

**BRANDING  
ICON**

\* EXCEPT UK, RUSSIA IN EUROPE



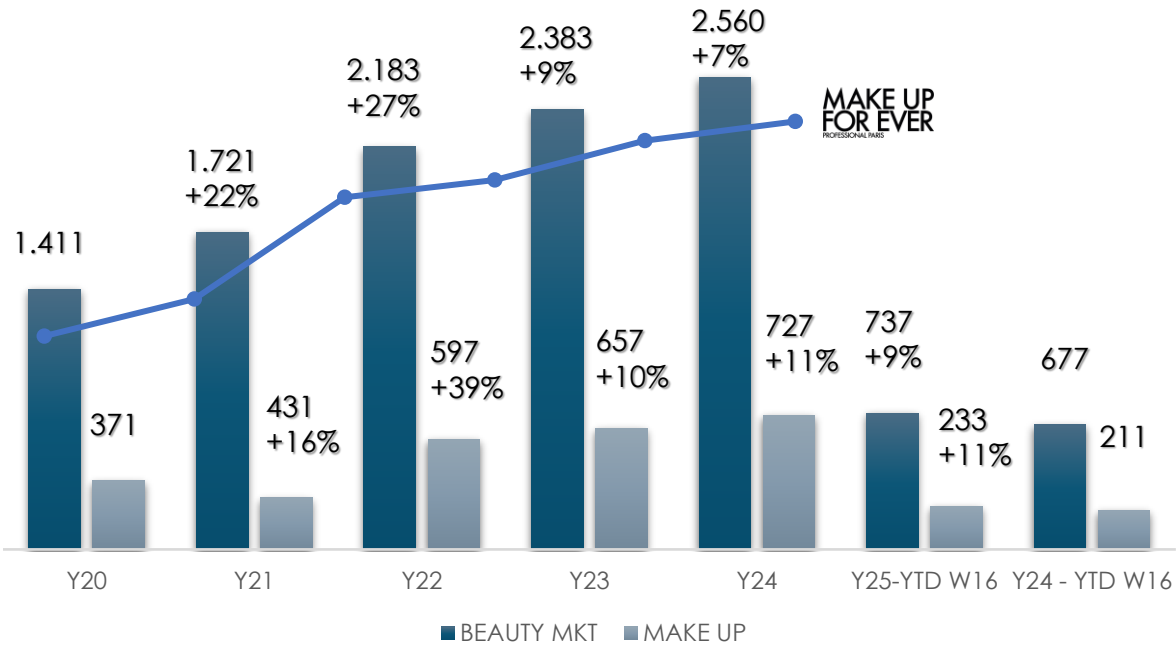
# OUR STRATEGY – PRODUCT INNOVATION



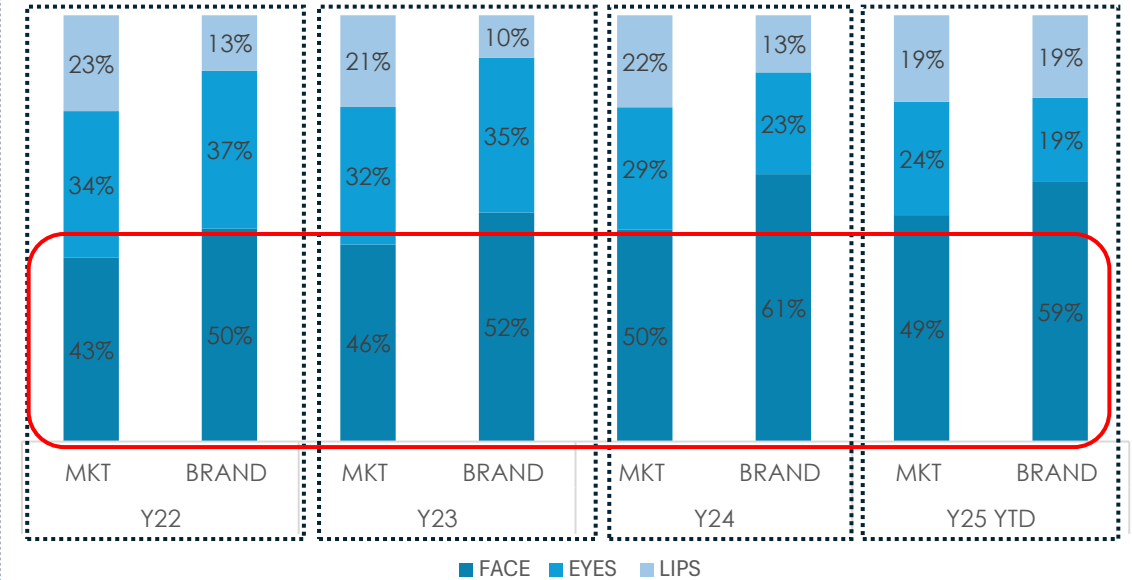
# ITALIAN BEAUTY MARKET AND BRAND TRENDS

## SELL OUT TOTAL MARKET

VALUE IN MIO€

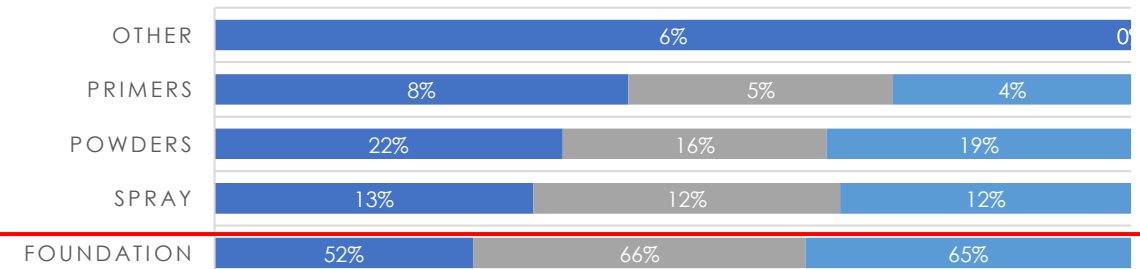


## MAKE UP SELL OUT BY CATEGORY



## FACE CATEGORY SPLIT @MAKE UP FOR EVER

■ Y23 ■ Y24 ■ Y25 YTD W16







## OUR INNOVATION RESPONSE



**ONE PRODUCT = FULL FACE MAKE UP  
FOR ALL SKIN TONES AND SKIN TYPES**

### **12 SHADES:**

- ✓ CORRECT
- ✓ CONCEAL
- ✓ COVER/ENHANCE
- ✓ CONTOUR
- ✓ BLUSH



**BEFORE**



**AFTER**



**BEFORE**



**AFTER**

**SRP: 83€ AT LAUNCH**



# OUR INNOVATION RESPONSE

## MAIN CHALLENGES

### RETAIL SYNERGY:

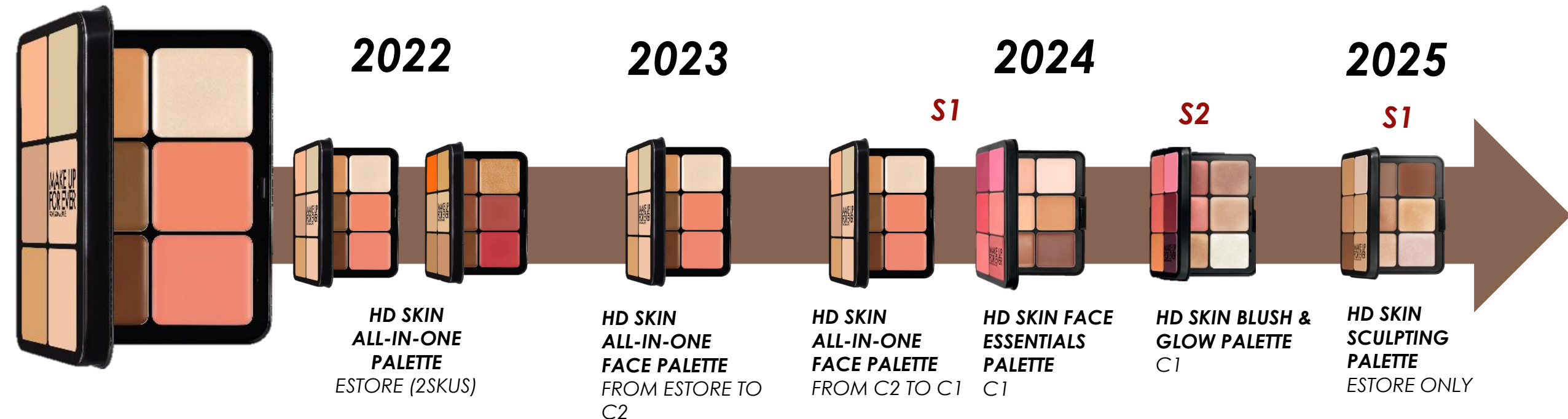
**GET RETAILER'S TRUST ON CREAM FACE PALETTES  
THROUGH INTRODUCING A NEW PRODUCT CATEGORY**  
AND ADDING A COMPLEMENTARY PRODUCT EVERY YEAR

### CUSTOMER EXPERIENCE:

**GET CUSTOMER'S ATTENTION & DESIRE  
THROUGH BUILDING HD SKIN PALETTES SUCCESS STORY**  
AND TRAINING ON ITS SIMPLE USE



# FROM PRODUCT INNOVATION TO RETAIL SYNERGY



- **STEP BY STEP DISTRIBUTION**
- **TEST & LEARN TRAINING SINCE THE BEGINING**
- **APPEALING MERCHANDISING AT POS**
- **INCLUSION IN THE SEPHORA ON&OFFLINE VISIBILITY PROJECTS**

**NEW CATEGORY CREATION, FACE PALETTE**





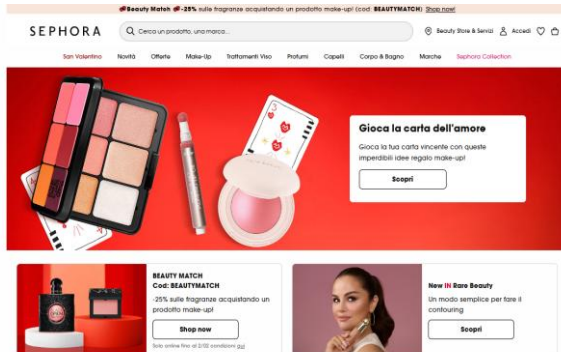
# RETAIL SYNERGY AND CUSTOMER EXPERIENCE ELEVATION



MERCHANDISING UPDATES WITH FOCUS ON GONDOLA



ADDITIONAL RETAIL VISIBILITY



ESTORE & APP VISIBILITY @SEPHORA



TRAINING FOR SEPHORA BAs



GWP OFFER  
ONLINE AND OFFLINE



# THE VIRALITY EFFECT OF “ALL IN ONE PRODUCT”



MASTERCLASSES



SEEDING



SEPHORA PRESS DAY



MAKE UP FOR EVER brought together two of its most loyal talents, influencers @ElsaManno and @CarloTTaFasella, for an exclusive makeup session at the LVMH headquarters in Milan.

The duo joined the brand's expert makeup artists to discover the magic of HD Skin Fluid, the foundation that's making waves for its flawless finish.

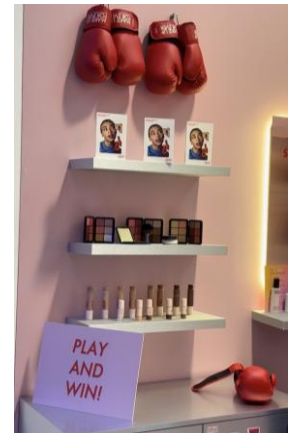
Watch as they also test out some of our top-selling products, creating a high-performance look that's as effortless as it is impressive.



ATTILA & CO PRESS DAY



SEPHORIA MILANO 2025



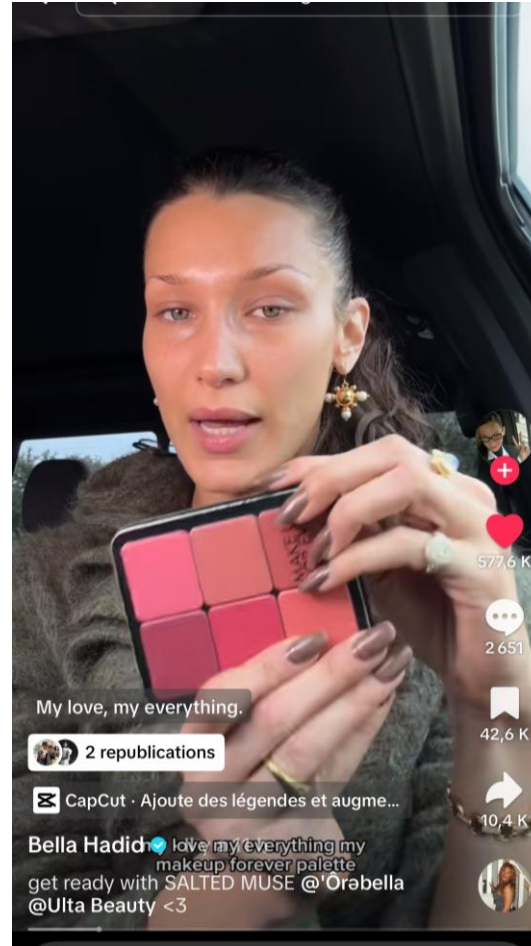


# THE VIRALITY EFFECT OF « EASY TO USE PRODUCT»

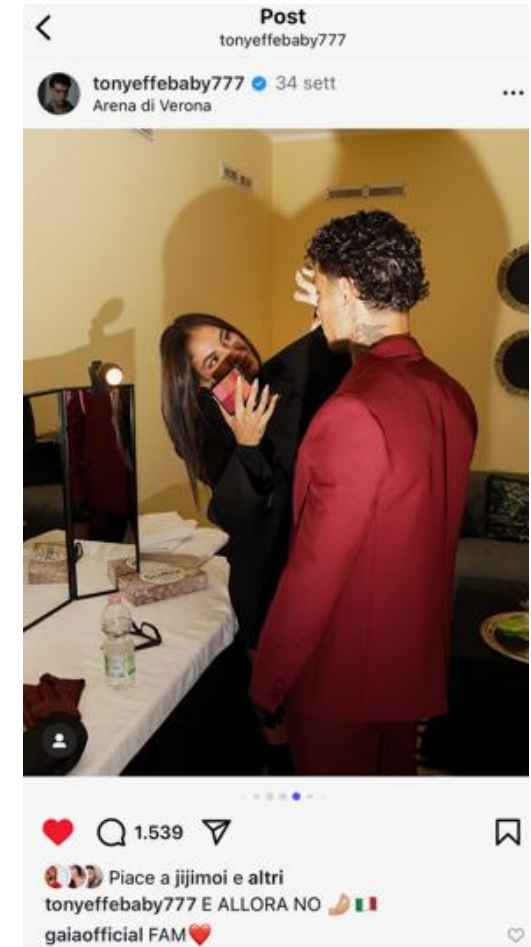
## HAILEY BIEBER



## BELLA HADID, REPOST HAILEY BIEBER

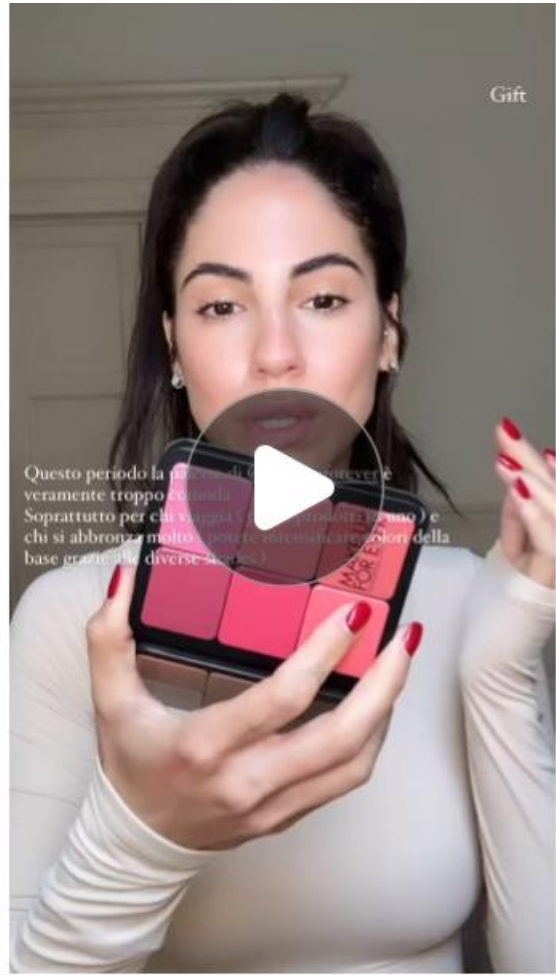


## TONY EFFE, REPOST GULIA DE LELLIS

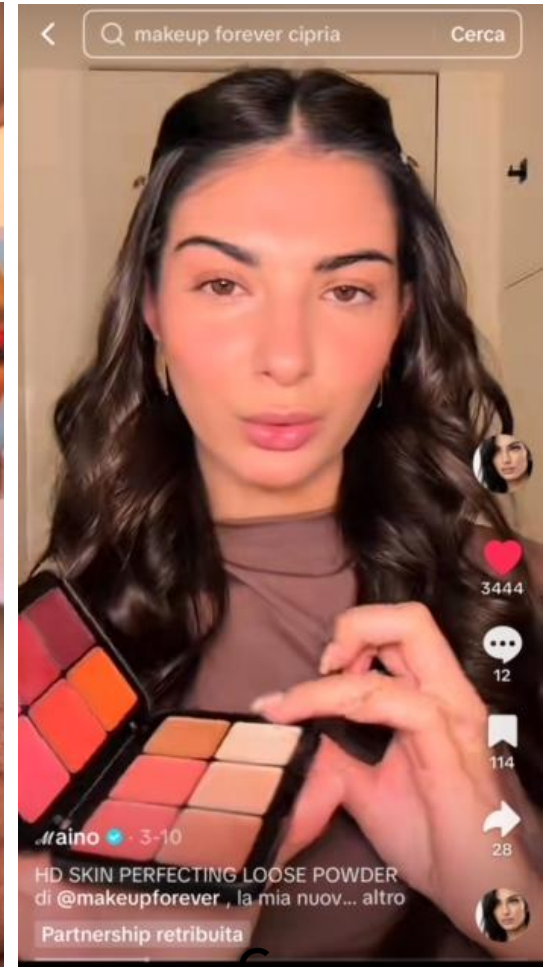
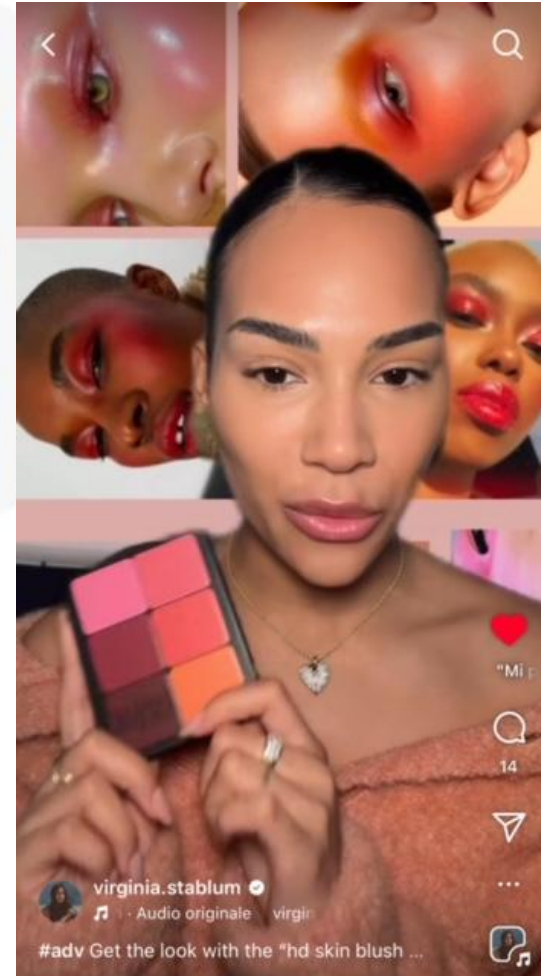


CAPITALIZE ON ORGANIC CONTENTS

# THE VIRALITY EFFECT OF « ALWAYS ON PRODUCT »



**45 TOP INFLUENCER  
ACTIVATED  
IN Y24**



**BIG PAID SOCIAL CAMPAING WITH TOP INFLUENCERS**



# RESULTS OF A NEW CATEGORY BRINGING INCREMENTAL BUSINESS

## NEW CATEGORY CREATED #1 SEPHORA EUROPE FACE PALETTE #1 SEPHORA ITALY FACE PALETTE

MAKE-UP PROMO 🚨 Solo online -25% sul Make-up da 59€. Impossibile resistere! (cod: **MUP25**) [Shop Now](#)

SEPHORA

🔍 Cerca un prodotto, una marca...

[Cancella](#)

📍 Beauty Store & Servizi

👤 Accedi

📱

🛒

Festa Della Mamma

Novità

Offerte

Make-Up

Trattamenti Viso

Profumi

Capelli

Corpo & Bagno

Marche

Sephora Collection

## Palette viso

Vai matta per blush e illuminanti? Scegli la palette viso perfetta per te. Sephora ti offre una selezione delle migliori palette per valorizzare il tuo incarnato e rendere la tua pelle perfetta in ogni occasione. Colori pieni e formule innovative per un risultato che stupirà anche le più scettiche. I più importanti marchi di make-up qui per te: trova il tuo mix ideale!

[Homepage](#) / [Make-up](#) / [Palette](#) / [Palette viso](#) ▾

[Raccomandato](#) ▾

PALETTE OCCHI

PALETTE VISO

PALETTE LABBRA

PALETTE CONTOURING

PALETTE MULTIUSO



**DIOR BACKSTAGE**  
Dior Backstage Glow Face  
Palette  
illuminante multi-uso  
★★★★★ 2160  
Da **55,00 €**  
565,00 € / 100g



**MAKE UP FOR EVER**  
HD Skin Face Essentials  
Palette fondotinta e blush in...  
★★★★★ 89  
**85,00 €**  
325,67 € / 100g



**MAKE UP FOR EVER**  
HD Skin All-In-One Palette  
Palette all-in-one per il viso  
★★★★★ 83  
**85,00 €**  
320,79 € / 100g



**SEPHORA COLLECTION**  
Palette VISO Colorful  
Palette tutto in uno  
**20,99 €**  
209,90 € / 100g  
01 Light to medium (1 pz)  
3 shade disponibili



**HOURLASS**  
Ambient  
Palette illuminante  
★★★★★ 78  
**75,00 €**

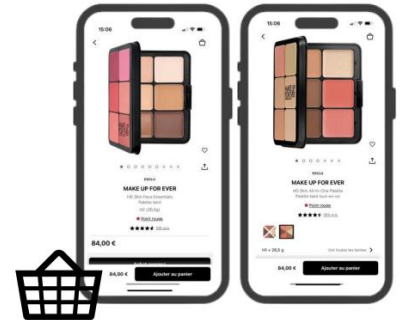


**NABLA**  
Two Reasons  
Cofanetto labbra  
★★★★★ 17  
**25,00 €**



HD SKIN FACE ESSENTIALS  
**TOP3 PAGE VIEWS**

HD SKIN ALL IN ONE  
**TOP2 PAGE VIEWS**



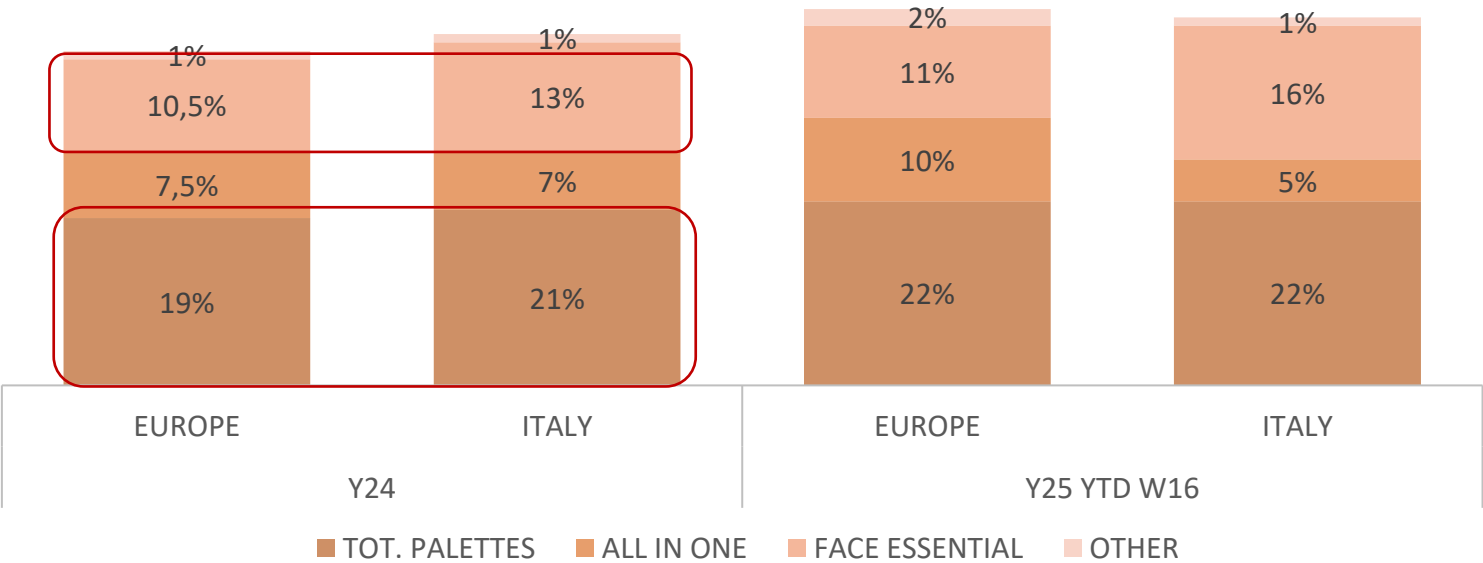
HD SKIN FACE ESSENTIALS  
**TOP2 ATBR = 18%**

HD SKIN ALL IN ONE  
**TOP7 ATBR = 7,3%**



# RESULTS OF A NEW CATEGORY BRINGING INCREMENTAL BUSINESS

## SELL OUT EVOLUTION PALETTES



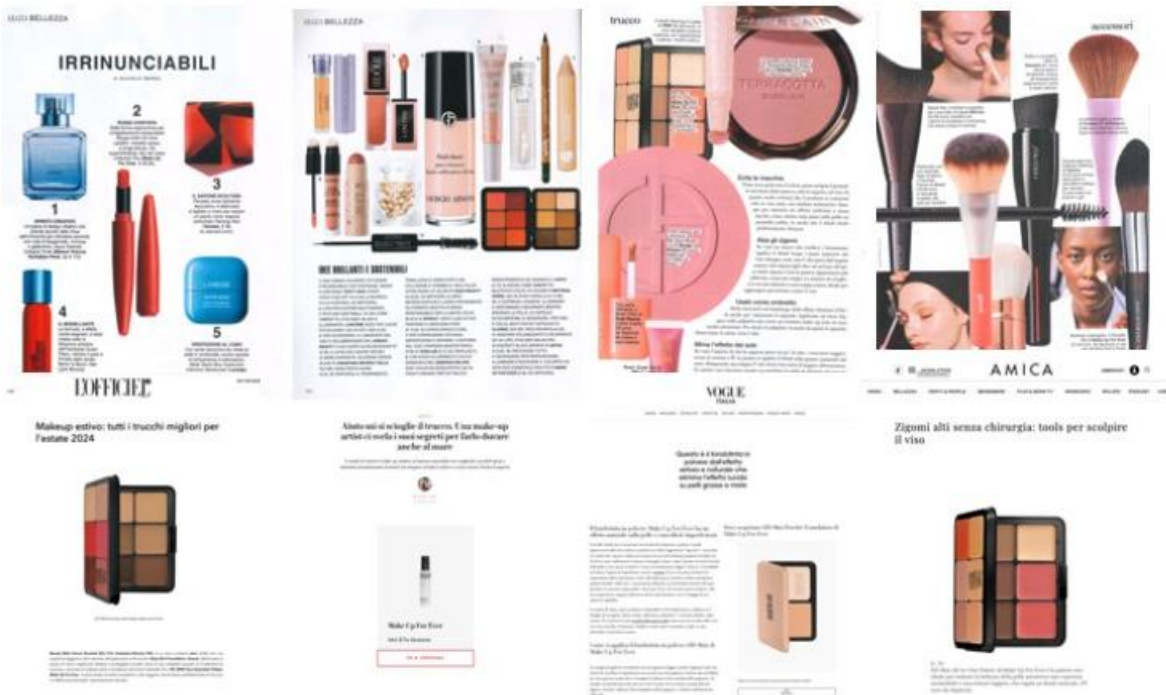
IN Y24/25 ITALY & EUROPE:

#1 RANGE  
#1 & #2 SKU





# PALETTE MANIA ON PRESS AND SOCIAL



## IN Y24

- **+100 APPEARANCES IN DIGITAL MEDIA**  
( + 100MIO IMPRESSIONS )
- **+100% VISIBILITY IN PRINT MEDIA**  
( 2,3MIO MAGAZINES IN CIRCULATION )

• 117 PAID CONTENTS => **X5** ORGANIC GENERATED

• **+172%** ORGANIC CONTENTS ON TOTAL BRAND

**HOT ON PRESS AND HOT ON SOCIAL**

## BEST IN CLASS NOMINATION IN ITALY



BEAUTY > MAKEUP

### Elle Beauty Awards 2025/ Categoria MAKEUP VISO

HD Skin Face Essentials Palette, Makeup  
Forever

«Tutto in uno». «Il vero makeup da viaggio».







THANK YOU !