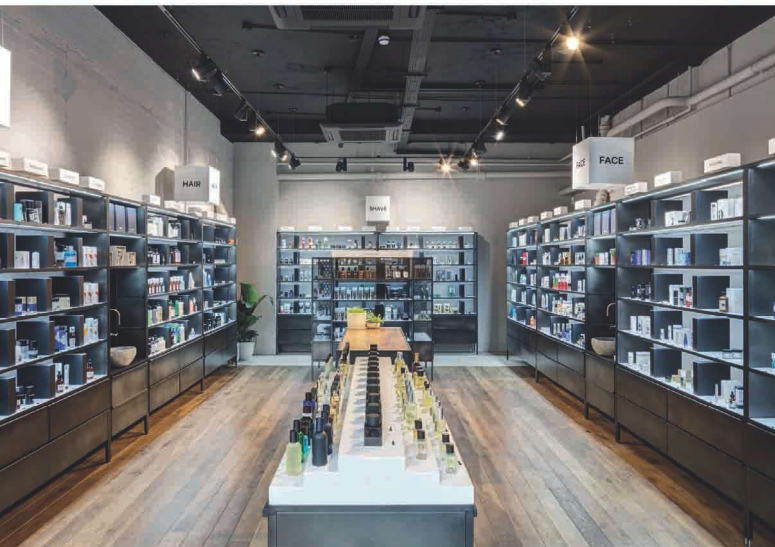


BEAUTY BOOM

This year has seen many beauty concepts and flagships launched, and 2018 looks no different with many more planned, including the first male-only makeup store.

In Euromonitor's 'Reimagining Growth in the Global Beauty Industry' report, the market intelligence specialist recognises dynamic brands fuelling this category growth, including Nyx, Urban Decay and Kiko Milano, as well as a plethora of niche labels such as Milk Makeup and Too Faced. Nyx and Kiko Milano grew via retail network expansion, supported by in-store digital technology to enhance the consumer experience. Here is our pick of some of the most recent beauty experiences...

Text: Lyndsey Dennis



>TOO FACED

Too Faced has opened its first global flagship on Carnaby Street. The 54 sq m store is designed to offer a truly unique Too Faced experience. Fitted out with bespoke décor elements that bring the brand pillars to life, including peach and chocolate features modelled after two favourite scented collections, as well as a Union Jack wall complete with the brand's signature pink and gold hues, the store is a photo-worthy moment for sharing on social media. The brand will host special promotions and events at the store throughout the year.

<BEAST

Launched in 2016, Beast is changing the way men shop for beauty. The brand opened its first physical store in October on Earlham Street in Seven Dials, designed by Nirvana CPH. The 130 sq m store is spread across two levels and stocks a range of products, including fragrances.

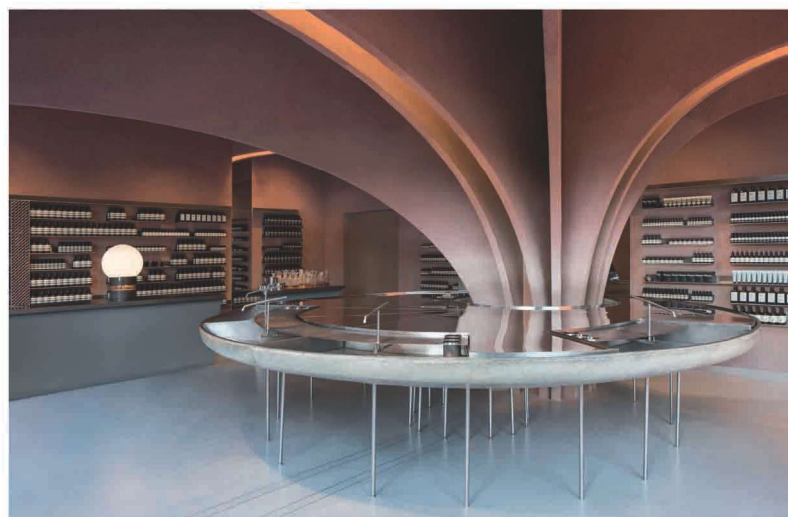


<BIRCHBOX

Birchbox has launched a pop-up in Carnaby Street, designed to showcase the Birchbox personal touch, expanding on the brand's 'Build your own box' pick 'n' mix station. The store features a gift wrapping station and Wishing Tree where customers can add their Christmas wish to the tree and also record gifts to 'Share the love'. Birchbox is about building the beauty company of the future and was passionate about building a warm, inviting space where people love to shop for beauty. The concept and layout were designed by Your Studio and Stylo created the graphics.

>AESOP

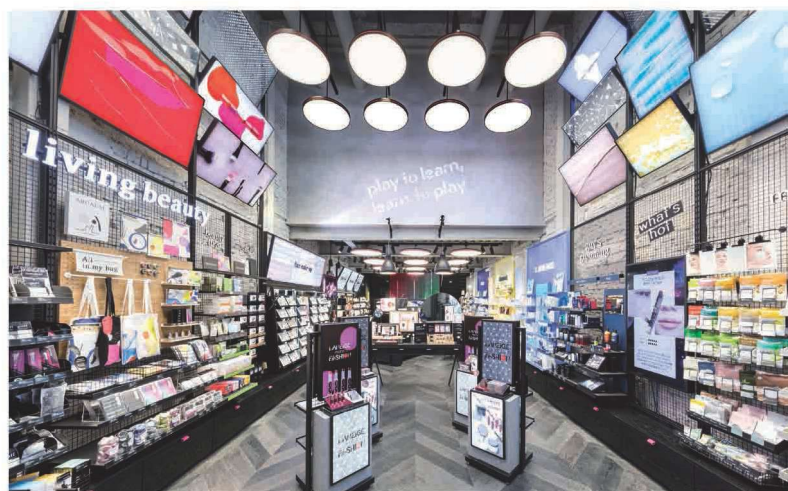
Australian skincare brand. Aesop has opened its latest store in Chelsea's Duke of York Square. Designed alongside Shøhetta, the interior has been inspired by the exhilarating scenes of classic James Bond films, and takes advantage of capacious dimensions to create dramatic, clearly defined forms and contrasts in materials. Walls of earthen render washed in pale rose are a nod to the masonry prevalent in this part of the city, and provide an earthy, textured element, with materiality and colour palette shifting from rough to smooth and light to dark respectively. An existing column stands central in the space, anchoring 12 silhouette-like arches that curve up and across to the store's perimeter. These sweeping structures create zones of intimacy around a large circular demonstration sink, measuring 4.2m in diameter, which seems to hover in the space, inviting visitors to experience an Aesop product consultation. Duke of York Square has also welcomed new stores from Nars and Dermalogica.

**<SHIRO**

Japanese skincare brand. shiro has opened a West End flagship store at 63 Monmouth Street in Seven Dials. The 89 sq m store is set across the ground floor and basement levels. The international skincare brand places a focus on enhancing natural beauty using simple methods and natural ingredients sourced from Japan, such as sake kasu, a natural by-product of the sake production process.

>ARITAUM

Opened in October, Aritaum's Myeong-dong flagship in Seoul offers a playground for beauty inspiration and guidance. Designed by Dalziel & Pow, it empowers customers to become their own makeup artists with editorial displays offering 'top 5', 'best sellers' and 'new crushes', along with 'how-to' guides.

**ONE TO WATCH IN 2018**

The UK is set for a retail first as beauty brand MMUK MAN plans to open its first male-only makeup store in Brighton early next year. Online fashion site ASOS already stocks 12 of the brand's core products. With makeup counters specifically for men predicted to arrive within five years by

L'Oréal boss Vismay Sharma, the Brighton-based company look set to further steal a march over its competitors and shift the plate tectonics of male beauty, far quicker than any of us could have anticipated. 'Opening our first bricks-and-mortar store is a symbol of how modern

day men are fine tuning their grooming needs and are no longer worried about the perceived taboo surrounding them wearing makeup' says Lucy Atkinson, a company spokesperson. 'This major development is indicative of how the landscape of beauty is rapidly evolving.'