Beat: Technology

E-BEAUTY Conference in PARIS - Latest Developments And future Directions

Pavillion Presbourg (Paris) June 7, 2017

PARIS, 08.06.2017, 17:30 Time

USPA NEWS - Beauty and Personal Care could be the today's big Online Category but only if Products and Online Shops meet the Needs of Consumers in different Segments and Countries. One would think that the desire to see, touch, and try Beauty Products means Shoppers will continue to prefer In-store Purchases, but recent advances in Online Fashion Sales are setting a precedent that benefits Online Beauty Sales.

Beauty and Personal Care could be the today's big Online Category but only if Products and Online Shops meet the Needs of Consumers in different Segments and Countries. One would think that the desire to see, touch, and try Beauty Products means Shoppers will continue to prefer In-store Purchases, but recent advances in Online Fashion Sales are setting a precedent that benefits Online Beauty Sales. It offers Opportunity for Innovation and Differentiation. Shoppers are not only interested in Price and Promotions, they are also interested in : Purchasing their regularly used Poducts Online, Convenience, Inspiration for New Makeover and beauty Ideas....

There is a clear Opportunity for Retailers and Brand Owners with their Own Online Presence to differentiate their offerings, using : In-store Digital Tryouts, or Pop-up Stores, with the option to purchase Products Online ; Apps with Facial Recognition or Skin-tone Tests to recommend Products ; Beauty Communities (consumer discussion boards and offers of expert advice) ; Consumer Product Reviews with Photos that show Product Results... Overall, providing a Digital Touch and Feel is more than an Opportunity for Differentiation, it is also a Way to increase Online Penetration of the Category.

On June 7, 2017, was held a Conference at Pavillion Presbourg (PARIS) on E-Beauty, organized by JDN Events. The Confernce was focussing on the following themes : the growing interest in Millennials, Chinese Market (Innovations et Perspectives), Beauty Natives & Digital Experience, Stores & Connected Consumers, Digitalization of Beauty Industry, Beauty through Data, Beauty Connected or Customized (Reality for Start-ups)...

The Speakers were as follow :

* Florence BERNARDIN - CEO, Info & Inspiration
* Laura PHO DUC - Marketing & Communication Manager, Alibaba France
* ThéÃ o Julien SENEOR - Communication Manager France & Head of Social Media Europe Middle East , Sephora
* Pauline d'HUEPPE - CEO, Elsa Muse
* Alexiane DERAIL - Founder, Subleem
* Delphine BEER GABEL - New Business Director, Klépierre Brand Ventures
* Faustine HUBERT - Beauty & accessories Buyer, QVC France
* Quentin REGROBELLET - CEO Birchbox
* Anne Laure De BELLOY - Co-Founder, Lucette
* Armelle SOUDY - Digital Manager & CRM, Beauty Success Group
* Christophe BIANCHI - CEO, Feeligreen
* Stanislas VANDIER - Founder, Wired-Beauty
* Morgane L'HOSTIS - Co-Founder; Popmyday
* Erik DESLOGES - Founder, The Haircut

The Debates were animated by :

* Catherine ZUNIC - Director, Medias Uniques Conseil
* Antoine COUBRAY - Founder, Cust Up
* Ada MERCIER - Director of Women Sector & Ony DOUSA - Editor in Chief, Journal des Femmes

** Photo cover : Nicolas Jaimes (Journal du Net), Florence BERNARDIN (Information & Inspiration), Laura PHO DUC (Alibaba

France), Delphine BEER GABEL (Klépierre Brand Ventures) & Faustine HUBERT (QVC France).

- Round Table (1) : Catherine ZUNIC (Medias Uniques Conseil), Pauline d'HUEPPE (Elsa Muse), Alexiane DERAIL (Subleem) & Teo Juline SENEOR (Sephora).
- Round Table (2) : Antoine Coubray (Cust Up), Anne Laure De BELLOY (Lucette), Armelle SOUDY (Beauty Success Group) & Quentin REYGROBELLET (Birchbox).

Source : E-Beauty Conference held on June 7, 2017 at Pavillion Presbourg (PARIS)

Ruby BIRD
http://www.portfolio.uspa24.com/
Yasmina BEDDOU
http://www.yasmina-beddou.uspa24.com/

Article online:
https://www.uspa24.com/bericht-11355/e-beauty-conference-in-paris-latest-developments-and-future-directions.html

Editorial office and responsibility:
V.i.S.d.P. & Sect. 6 MDStV (German Interstate Media Services Agreement): Ruby BIRD & Yasmina BEDDOU (Journalists/Directors)

Exemption from liability:
The publisher shall assume no liability for the accuracy or completeness of the published report and is merely providing space for the submission of and access to third-party content. Liability for the content of a report lies solely with the author of such report. Ruby BIRD & Yasmina BEDDOU (Journalists/Directors)

Editorial program service of General News Agency:
UPA United Press Agency LTD
483 Green Lanes
UK, London N13NV 4BS
contact (at) unitedpressagency.com
Official Federal Reg. No. 7442619