



LANCÔME

Lancôme New Product Launch



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About Lancôme

Lancôme is one of the most well-known and famous brands worldwide, it was founded in 1935 by Armand Petitjean. It started with Armand and now it is one of the leading luxury beauty brands in the world.

Lancôme grew to thousands of places worldwide to sell their products nowadays. Their products range from make-up, fragrance and skin care. They sell hundreds of products and also provide virtual services through their online website where people can use it to find their perfect shade, conduct skin consultation and virtually try on certain products. This shows us that their service is just above and beyond, both in store and online. The main vision of Lancôme is to make all women happier by making them more beautiful.

There are different distribution channels for Lancôme, like luxury speciality selling their items on department stores like Harrods, Selfridges and John Lewis. They also have their own boutiques, and they sell all products through online channel from their own website and other online retailer such as Feelunique and Lookfantastic.

What I'm attempting to achieve is to make Lancôme more approachable to the younger generation by introducing new lines that will attract new customers to the brand, thereby broadening the brand's appeal.



About Selfridges

Selfridges was found by Harry Gordon Selfridge, who came to London from Chicago in 1906. He opened Selfridges in 1909 in Oxford street. Selfridges is located in the centre of London, it is the second largest department store in the UK and is a Grade II listed building. In addition, it is well-known locally and internationally. Selfridges targets a wide audience, it is much more than one of the landmarks in London. Harrods. People would come from all over to shop at Selfridges, if they are not shopping they would eat or even watch movies at the cinema. It also has one of the biggest make up sections in the world. They do a lot of events and pop up stores. They have more than one restaurant in the department store and a food hall as well. Customers can find anything they need in one place.



Product Launch

Blossom lip oil

Lancôme has already launched Blossom line for younger generation which is a make-up line that is full of nourish and natural ingredients to make the skin healthier while using make up product. The Blossom line has couple of products, which include CC cream, BB cream, glow primer, lip balm, lip stick, contouring stick, blush stick and highlighter.

What we wanted to add to the line is lip oil, which nourishes the lips while adding shine and a great look. We will have it in 5 different colours that will match most of the skin tones. All of the lip oils are made from 100 percent natural ingredients, including Jojoba oil, vitamin E, and raspberry seed oil, and consumers will notice a difference in two weeks. They could use them at home, before bed, or on a night out. These lip oils are very safe that even children can experiment with them, making it the “It” product in the collection.



Promotional Plan

The launch of lip oil is to motivate the target customer to take care of themselves, this is a great addition to the blossom line and to Lancôme because this lip oil does not only take care of and nourish the lips, it is also a cosmetic product that would give the effect of a lipstick. The goal of developing this product is to give them the impression that they can do both at the same time.

To promote this new product, there will be a launch event that will take place in Selfridges at the pop-up section on the right side of the store as you enter through the second door. Various make-up artists and brand ambassadors will be in attendance. The product would be available in the event as well as in the Lancôme section of the store, which is adjacent to the high-end make-up and skin-care brands. It is located in the store's main room.



Store layout

Selfridges

The product launch event will take place in Selfridges at the pop-up section on the right side of the store as you enter through the second door. Various make-up artists and brand ambassadors will be in attendance. The product would be available in the event as well as in the Lancôme section of the store, which is adjacent to the high-end make-up and skin-care brands. It is located in the store's main room.



Prada



Fendi



Dior



Main Door



Vintage
Acessories



Vintage
Acessories



Cash Register



Cash Register



Blossom
Collection



Blossom
Collection



Blossom Lip Oil



Blossom
Collection



Blossom
Collection



Blossom Lip Oil



DJ



Storage



Bar

Planogram

Event

LANCÔME

Lip Oil



BB Cream

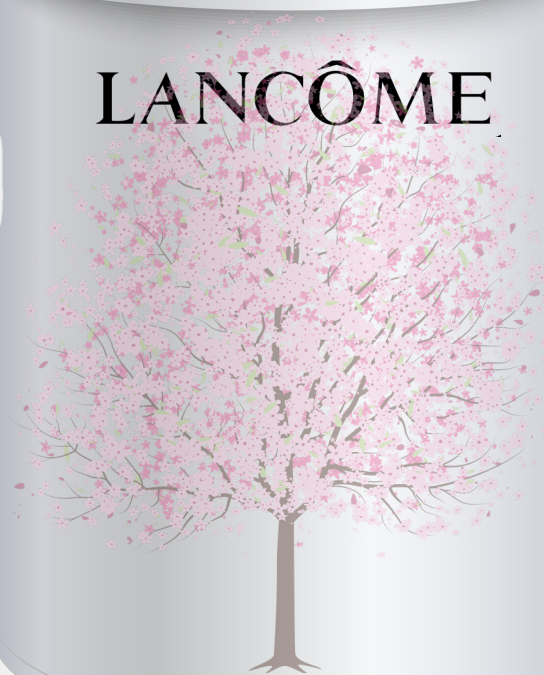
Glow Primer



CC Cream

Lip Balm

LANCÔME



Blush

Contour Kit



Lip Stick

Highlighter

LANCÔME



Planogram

Selfridges

For the planogram we will put the blossom lip oil in the middle, at the blossom collection next to the lipsticks. The shelves will also feature background of cherry blossoms.

Contour Kit
6 Shades



Highlighter Kit
6 Shades



Blush
6 Shades



BB Cream
10 Shades



CC Cream
10 Shades



Glow Primer



Lip Balm
6 Shades



Lip Oil
5 Shades



Lip Stick
20 Shades



Blossom Gift Kit

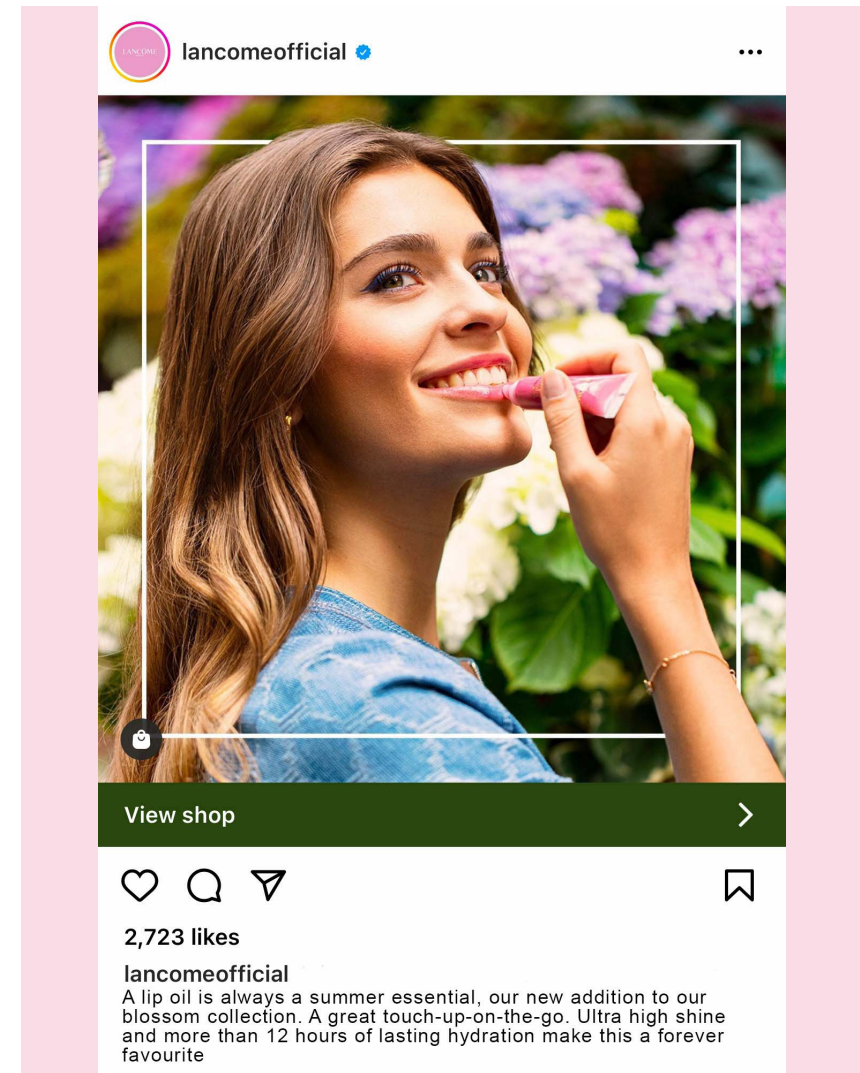
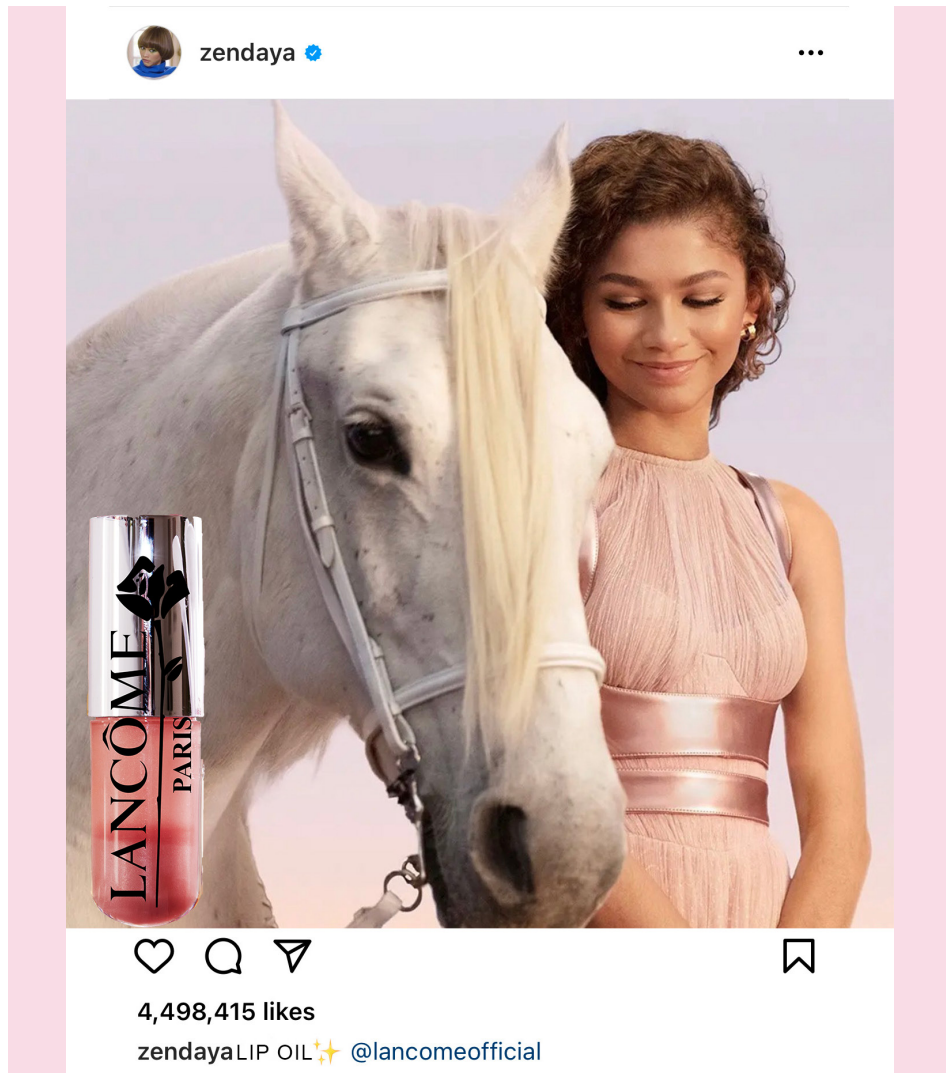


Blossom Skin Mini



Marketing Plan

Social Media Mockup



We will promote the new product featuring different famous figures on our social media platforms such as Twitter, Instagram, Facebook and Tiktok. In addition to social media, we will also market it on digital and print magazines like Marie Claire, Vogue and Harper Bazaar. All marketing campaigns start in May, 1 month ahead the event.

Press Release

FOR IMMEDIATE RELEASE: JUNE 1

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LANCÔME LAUNCHES BLOSSOM LIP OIL FOR THE BEST LIPS NOURISHMENT AND VOLUME

Subhead: made with Jojoba oil, Raspberry seeds oil and vitamin E and oily texture for pump glossy and nourished lips.

London, United Kingdom: On June 1st, 2022, Lancôme will launch a new blossom product for the younger generation, Lip oil in 5 different shades, revealing a new side of Lancôme.

This product is made with love and miracle ingredients to give this extra nourish and natural pumps look that everyone wants. It also nourishes the lips so that they last longer.

Lancôme will host the event at Selfridges in London for one day, with make-up artists such as Ariel Tejada, Mario Dedivanovic, and Joyce Bonelli in attendance, as well as Zendaya and Lupita Nyong'o, who are the brand's faces. The event would be streamed live on Lancôme's various social media platforms.

"Hydrating, plumping and soothing! The best bit is, they're silky rather than sticky, so they melt onto the lips like a balm, hugging them in comfort and nourishment. This is a lip balm and lipstick in one, allowing you to get a professional, your-lips-but-better appearance with minimal effort and maximum comfort." stated the CEO

It is made with the best natural ingredients. 100% natural and enriched with Jojoba oil, raspberry seed oil, and vitamin E to replenish the lips' moisture.

About Lancôme:

Guillaume d'Ornano and Armand Petitjean founded the company as a fragrance house in France in 1935. The name "Lancôme" refers to the Indre valley in Brenne, which is located in the center of France and is named after a French forest. L'oreal purchased Lancôme in 1964 and quickly integrated it into its luxury goods business. Lancôme, a leading beauty brand today, continues to inspire with its elusive "je ne sais quoi" that exudes happiness, confidence, and French chic appeal, as well as the best quality, style, and transformative results to please their customers. With a presence in 120 countries and over 20,000 beauty advisers, Lancôme's message of French excellence is communicated through incredible service and iconic products at many points of sale.

Sales Plan

Sales Plan	Lancôme	KPI						
Make up	OH	MAX	MIN	OO	Unit Cost	Total Cost	MSR	TY Budget
New SKU Lip Oil	20	40	30	20	10	200	20	280
CC Cream	20	40	25	20	15	300	25	400
Glow Primer	15	35	20	20	18	270	28	300
BB Cream	16	22	18	6	15	240	27	320
Lip Balm	25	35	30	10	10	250	20	280
Lip Stick	23	40	25	17	14	322	25	520
Contouring Stick	15	25	18	10	35	525	45	550
Blush	18	20	15	2	15	270	25	300
Highlighter	15	35	28	20	19	342	29	350
Gift Set (Blossom Kit \$60)	15	30	20	5	50	750	75	3000
Gift Ideas (Blossom line Mini)	70	70	75	5	10	700	20	730
Total	252	392	304	135	211	4,169	339	7,030

Merchandise Financial Plan

Revenue/Sales	7,030
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CGOS	4,218
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Margin \$	2,812
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Margin %	40%
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Markdown Plan	0
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Event Budget

DJ	£2,000
Space	£10,000
Bar	£3,000
Staff	£3,000
Total	£18,000

Customer Profile

Demographic

Name: Sandra Edwards

Gender: Female

Age: 30

Occupation: Manager marketing department

Material Status: Married

Income Annually: £60,000

Geographic

Lives in urban city.

In London.

Goals

- Have 2 kids before turning 36
- Start her own business in activewear
- Make the world a better place

Lifestyle

- Stick to healthy lifestyle
- Workout 4 times a week
- Do skincare routine every night and morning
- Go to do facials twice a month
- Brunch with friends and family every week

Favourite Brands

- Charlotte Tilbury
- Nars
- Estee Lauder
- Dior
- La Mer

Psychographic

- Interested in fashion styling
- Loves brunches
- Like to travel
- Cares about the environment
- Like to take care of her skin
- Keen to pay more for her appearance
- Like to watch movies
- A part of charity organisation
- Balance between work and life
- Loves make up no make-up looks
- Likes to dress up and always look representable
- Like to spend time with family and friends



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