



Mélisande Cornet-Lichtfus



GLOSSIER x FOOD



The brand

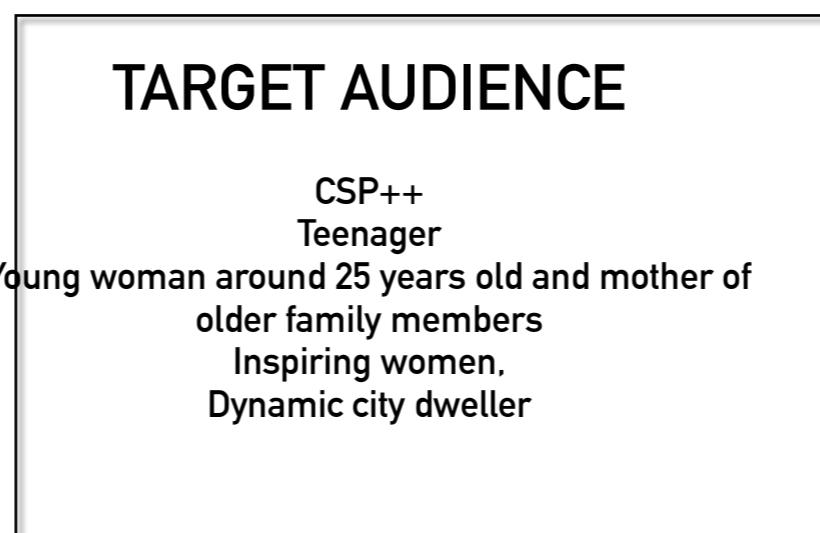
Glossier.

- 1st Lifestyle cosmetics brand created in 2013 in the USA by the American blogger Emily Weiss.
- The brand was born from her blog "INTO THE GLOSS" dedicated to beauty; the topics covered include perfume, skincare and make-up.
- Her goal is to democratize beauty
- The company uses only products that give a healthy glow. No extreme coverage, the make-up is luminous.
- The aesthetic identity of the brand is very pure
- the composition of the products is clean (cruelty-free, paraben-free)



POSITIONNING

Passion
Diversity
Community
Exchange
Simplicity/ Naturel



"I love fashion, but I'm more fascinated by beauty.
Emily Weiss

The market

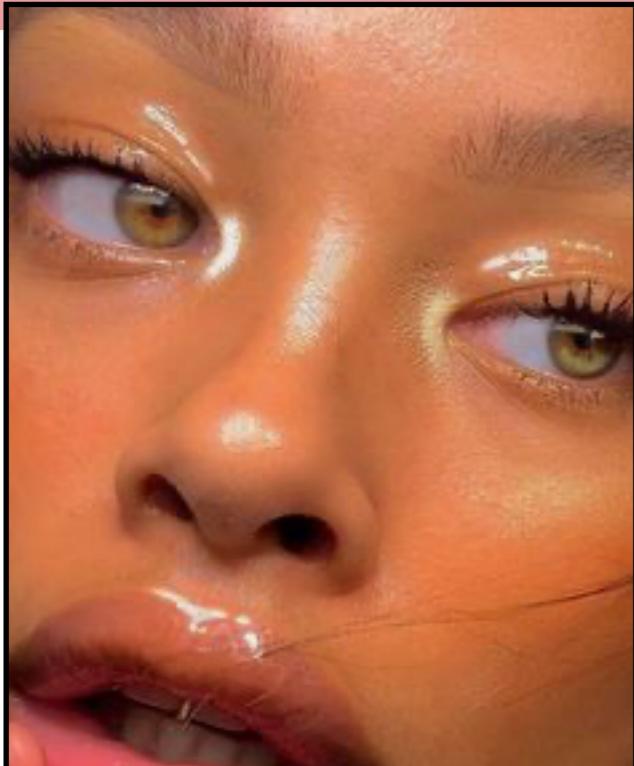


THE TEA MARKET

- The market for tea-based drinks is booming.
- The French dislike of cola is benefiting healthier drinks such as iced tea.

- Brands are promoting organic and authentic ingredients on their packaging.
- The market still has strong growth potential.
- In 2019, in France, the turnover of tea-based drinks is €399.14 M (15.4% growth) Source LSA





BEAUTEA

Beauty + Tea

The new product line focuses on teas, but Glossier x Fooding will also offer another range of food supplements.

DEVELOPMENT OF NEW PRODUCT LINE

Ranges of Ingredients

12 ranges of ingredients

Camomille



Acai



Jasmin



Rose



Rooibos



Spearmint



GLOW

Antispasmodic /
Anxiolytic /Antibacterial
/ Anti-mutagenic / Anti-
inflammatoire

BLOOM

Riche en Vitamins /
Antioxidants / Omega-3 /
Fatty Acids / Régénération

NURISH

Anti-inflammatoire /
Detox / Riche en
Vitamins

ROSE

Detox / Antioxidants/
Riche en Vitamins / Anti-
Stress

DETOX

Zinc / Antioxidants/
Alpha-hydroxy acids

DEEW

Antioxidants/ Anti-
androgenic / Anti-
acné

Hibiscus



Ginger



Turmeric



Matcha



Ginseng



Butterfly Blue Pea



NIGHTEA

Riche en Vitamins /
Omega-3 fatty acids /
Alpha-hydroxy acids

CLEAN

Anti- inflammatoire /
Anti-Age / Améliore
circulation / Boost
System Immunitaire

RISE

Anti- inflammatoire /
Antioxidants / Anti-
Acne / Boost System
Immunitaire

MATCHA

Antioxidants /
Polyphenols / L-theanine,
fiber / Potassium

GLOSS

Riche en Vitamins /
Tonic / Anti-Age / Anti-
Stress / Éclat

HALO

Anti- inflammatoire /
Anti-Stress / Boost
System Immunitaire

VISUAL AMBIANCE: SUGARY PASTEL

GLOSSIER DRINKS : Sweetness



F300P02



L71P010



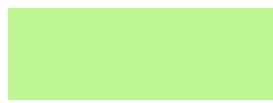
M02B011



K95C120



K00IK20



B8C6011



B5C5003



Y95C12B



H65614E



E6C5113



CHILL



TASTY



SOFT



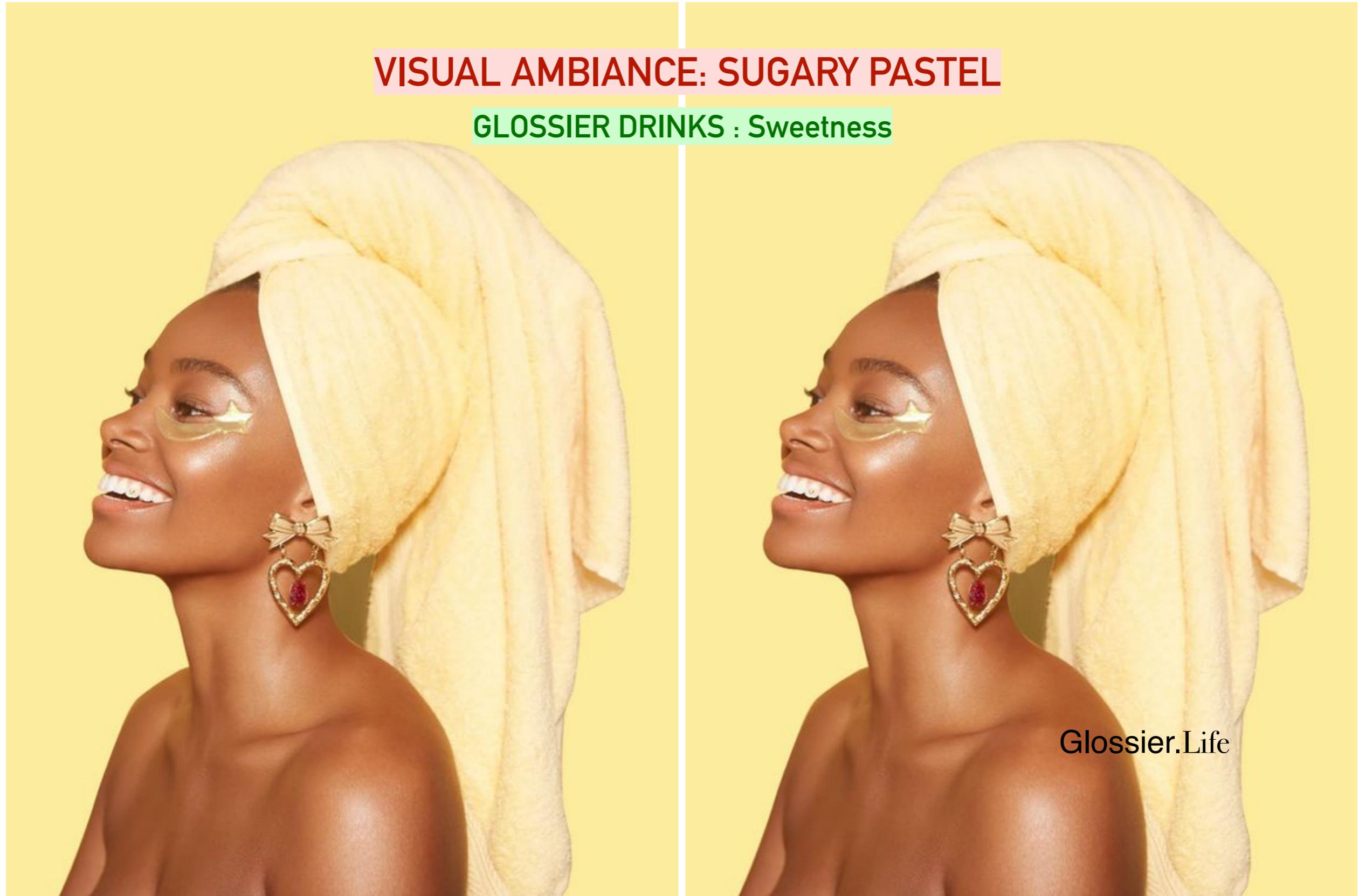
MILKY WAY

CANDY



VISUAL AMBIANCE: SUGARY PASTEL

GLOSSIER DRINKS : Sweetness

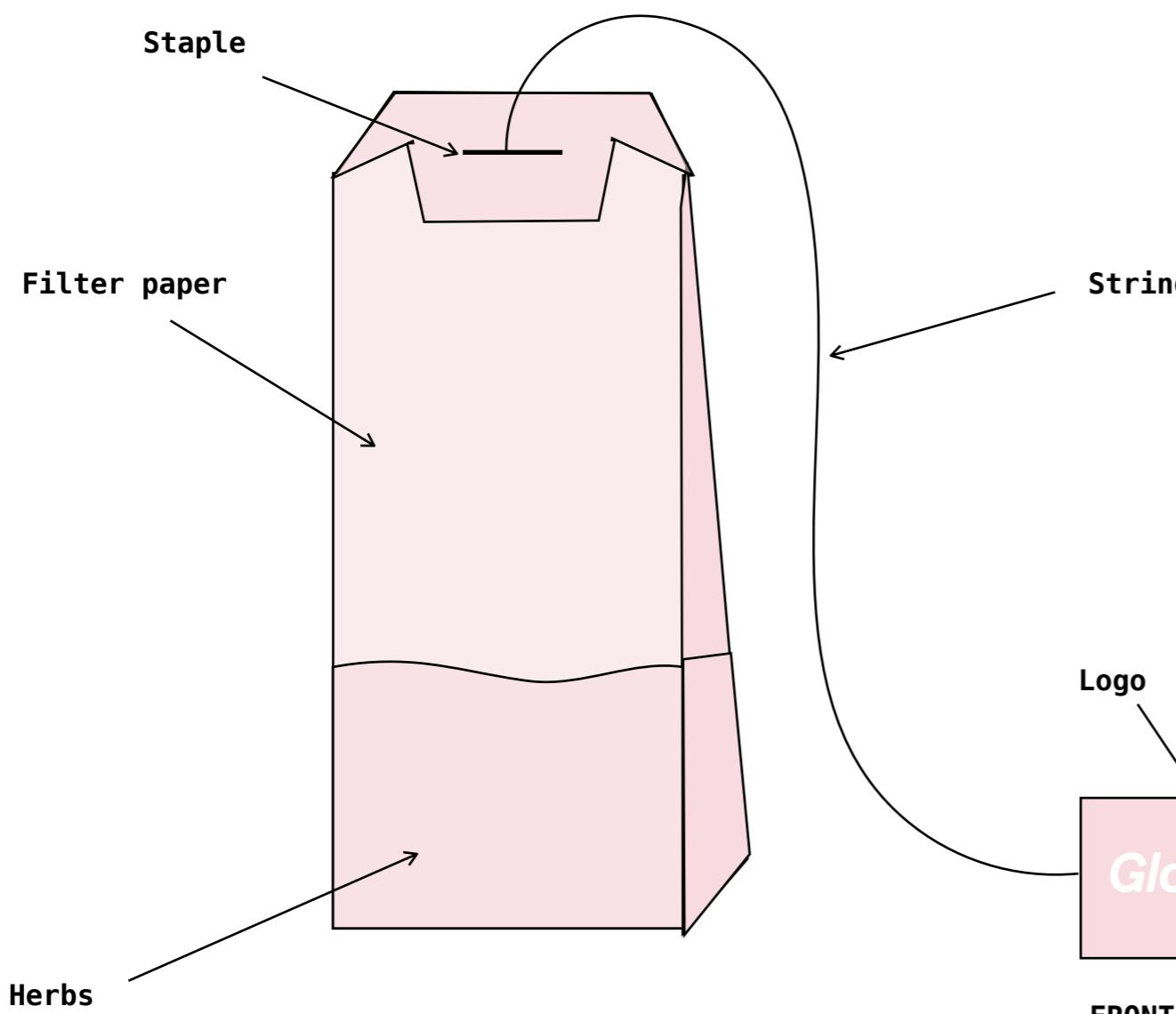


PRODUCT DESCRIPTION

Product: tea

TEA BAG

Tea Bag



This fruity green tea is available in several flavours.

What it is: Scented green tea

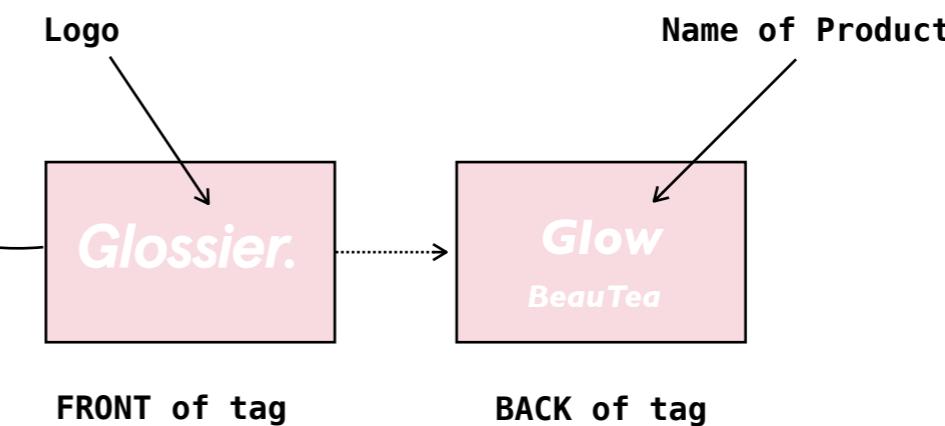
Brewing time: 3'.

Dosage: 6g / 30 cl

Brewing temperature: 75°C - 175 F

Time of day: All day

Good to know: natural herbal, homeopathic, therapeutic benefits



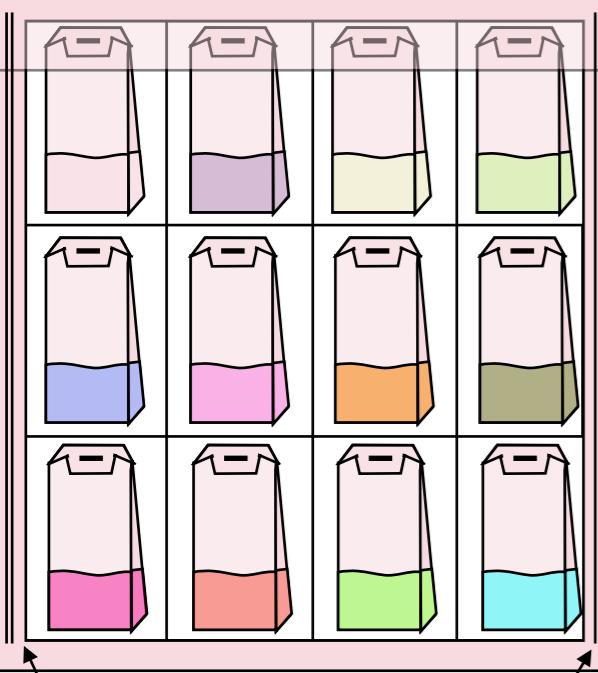
PRODUCT DESCRIPTION

Product: tea

TEA BAG BOX

Customizable

Glossier.
BeauTea



Closed box



Information card for tea flavours



Assortment of 12 organic teas and infusions from the DETOX collection.

These flavored teas and organic infusions can be consumed at any time of the day and according to your desires: hot, iced or in cocktails.

The "DETOX" box of 12 hand-sewn cotton muslins contains the 3 recipes of the DETOX collection.

- DETOX Brazilian - Energy : a blend that combines detoxifying and invigorating benefits.
- DETOX South African - Draining : a blend that combines detoxifying and draining benefits.
- DETOX Japanese - Relax : a blend that combines the detoxifying properties of green tea

Sliding opening system

PRODUCT DESCRIPTION

Product: tea inspiration paint can



Herbs



Glossier BeauTea

Metal can : 140g

PRODUCT DESCRIPTION

Product: tea

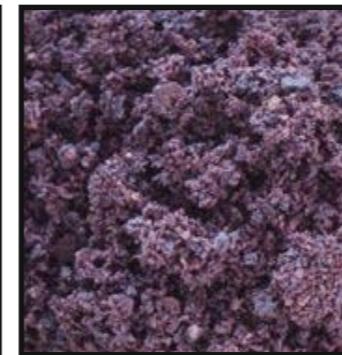
Cold BEAUTEA Mix



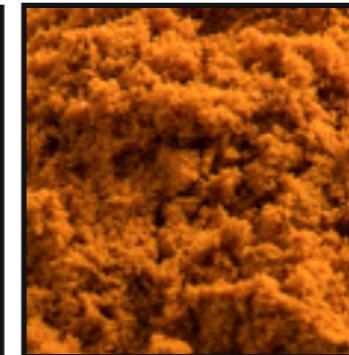
Ginseng



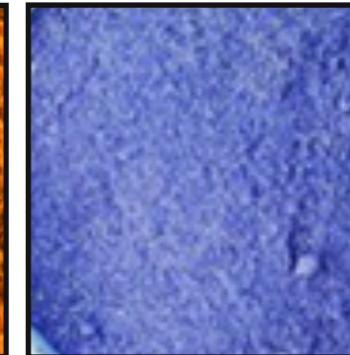
Matcha



Acai



Turmeric



Butterfly Blue Pea



Aluminium packaging
with opening

Small sachets containing instant tea powder that will hold just the right amount for a tall glass of cold tea.

This product, like the other products in the Beautea range, will be available in the twelve different key flavours in the collection.

100% natural product with no added sugar.

A large label with product description, ingredients, and instructions.



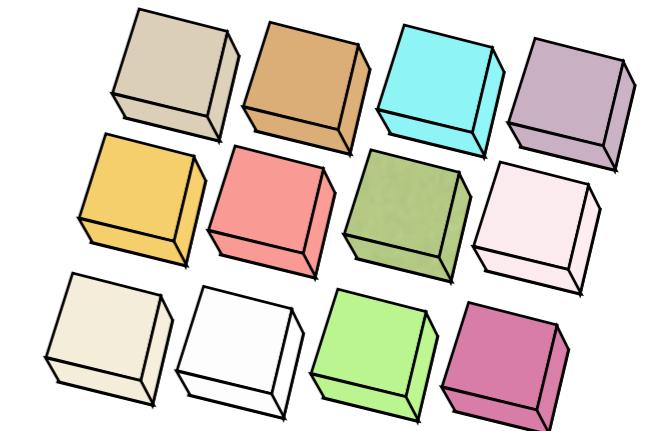
Served with ice cubes

PRODUCT DESCRIPTION

Product: Chocolat palette



Inspiration paint palette

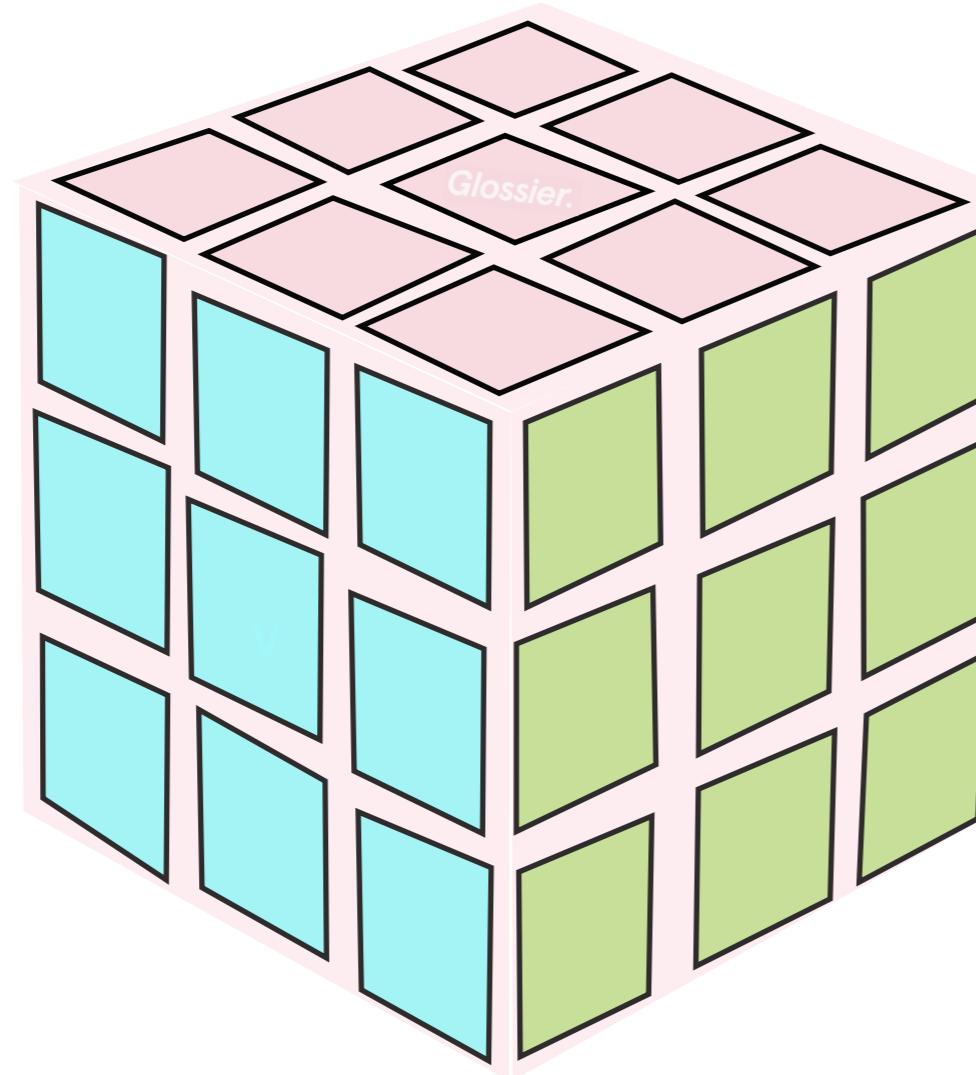


CHOCOLADEW

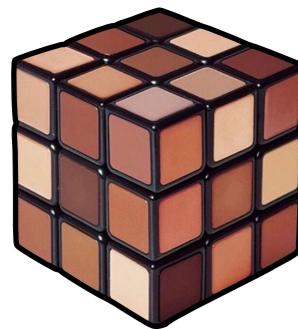
- Home-made box
- Assortment of chocolates, each box has a distinct taste.
- 12 different boxes corresponding to the 12 flavours
- Each box contains 36 chocolates
- Possibility to compose your own chocladew bar

Product: Rubik cube

RUBIK GLOW



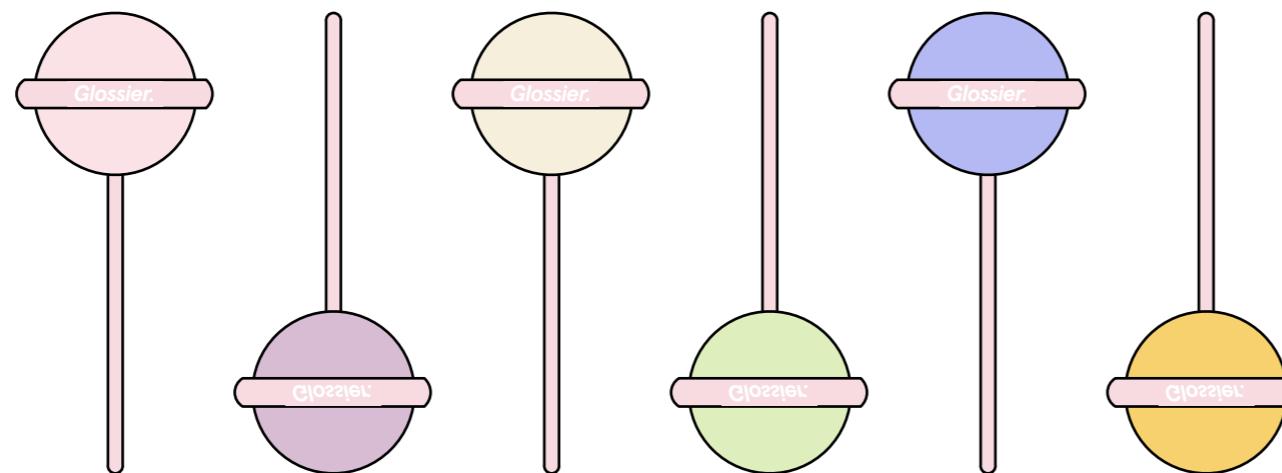
- On each side of the Rubik cube there are small squares of chocolates embedded.
- 54 chocolate squares per rubik cube
- The chocolate squares come in 6 flavours: matcha, rose, chamomile, acai, butterfly blue pea and jasmine.



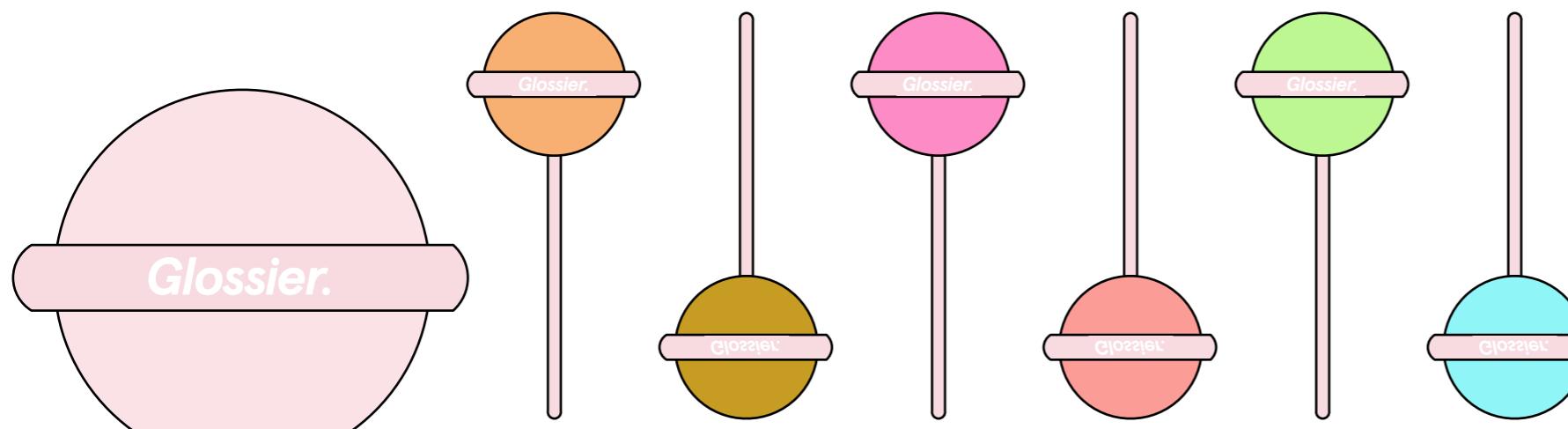
Inspiration RUBIK CUBE glossier

PRODUCT DESCRIPTION

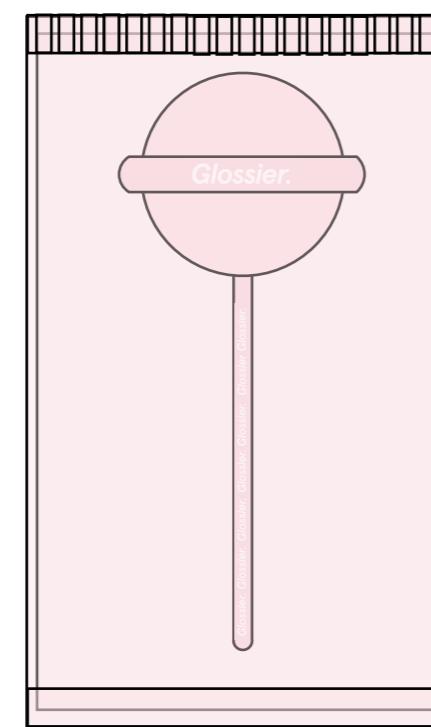
Produit: Lollys



Lollypops : 12 different flavors



GLOWY CANDY



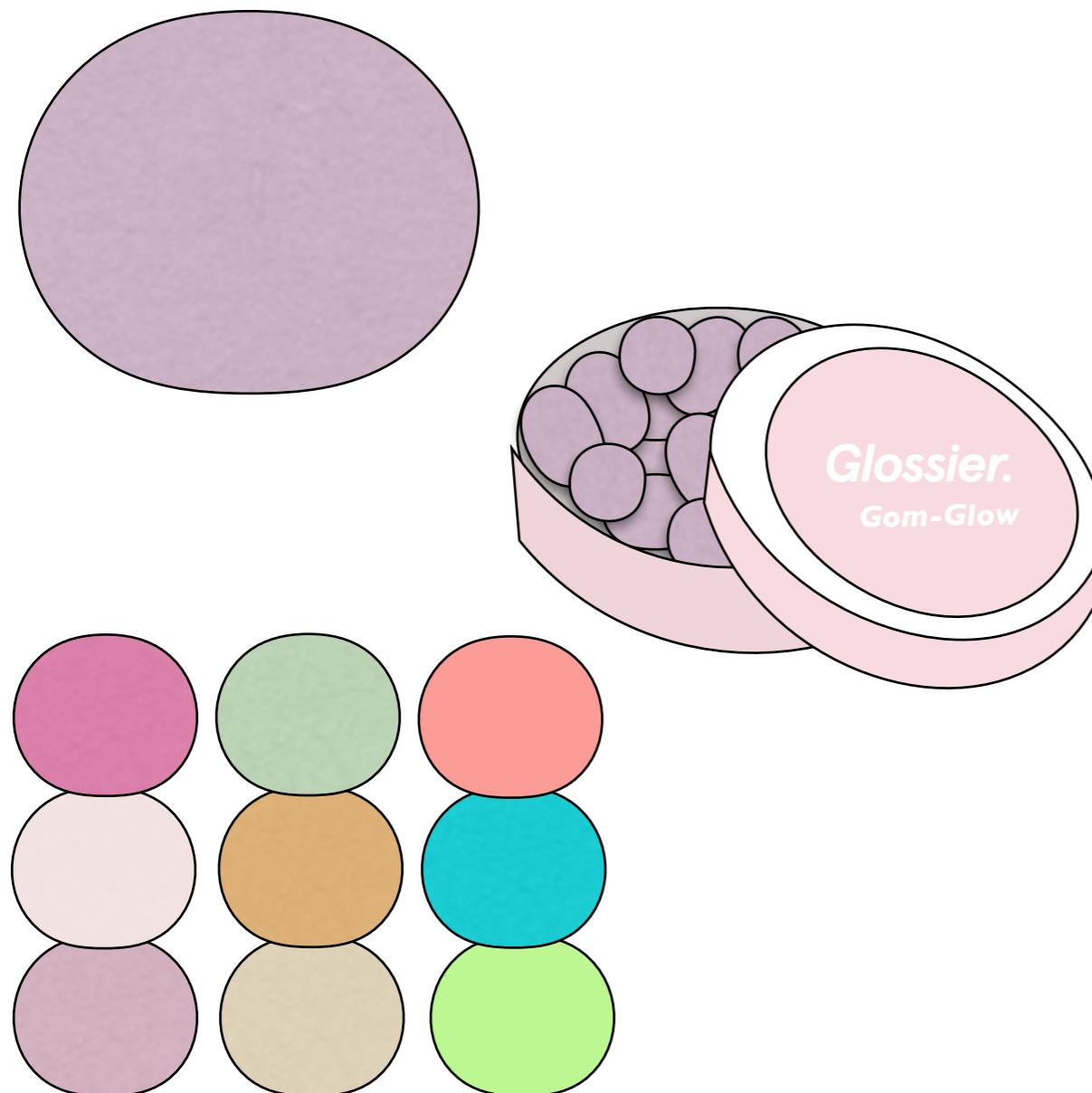
Pink transparent plastic packaging

- A new addition to the Lollypops glowy candy range .12 Lollypops in a plastic bag
- Various flavours available including: Chamomile, Acai, Jasmine, Matcha, Hibiscus, Ginger, Turmeric, Ginseng, Rose, Rooibos, Spearmint, Butterfly Blue Pea
- The colours are varied and different for different tastes
- 12g

PRODUCT DESCRIPTION

Product: Chewing gum

12 different flavors



36 gum per box

GUM GLOW

- Food supplement.
- Metal box of 35g.
- A natural solution
- Cleanses and purifies the breath for a long time
- Green tea extract, different flavours
- With a good fresh taste
- An immediate, pleasant and long-lasting freshness sensation



Product: Cereal Bar



CRUNCH BAR



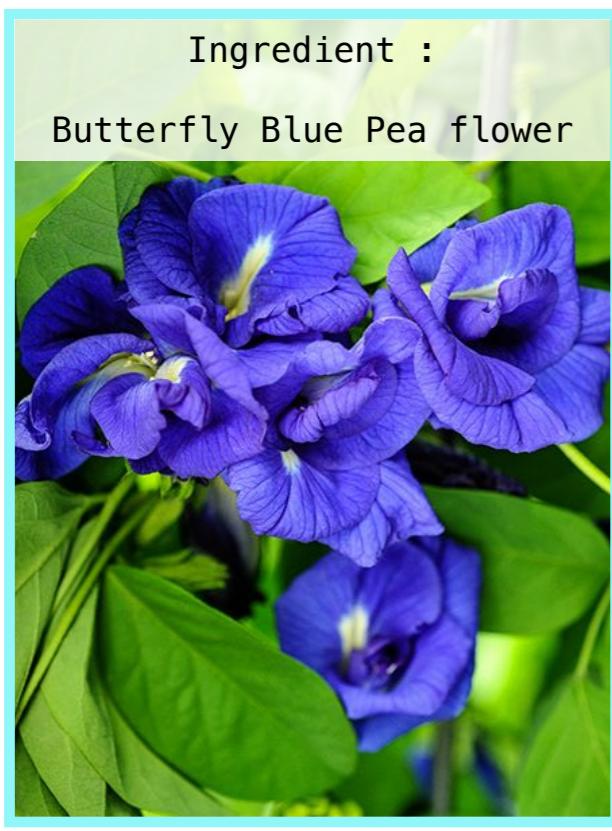
Gluten free cereal bar made from gluten free oat flakes. The ideal snack to start the day. Made from natural products, matcha, rose and butterfly blue pea with a little honey and pieces of acai, hibiscus and chocolate.

Suitable for vegetarians.
No oilseeds
100% natural



FOCUS HALO RANGE

Presentation of the range : **HALO**



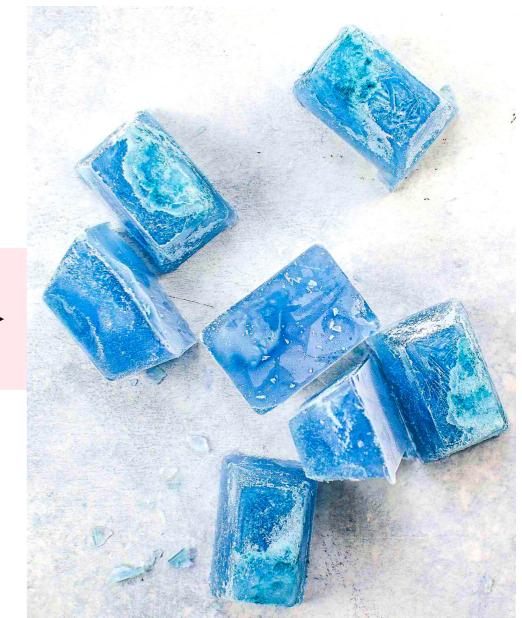
The flower



Cold tea



Powder



Chocolat



Hot tea



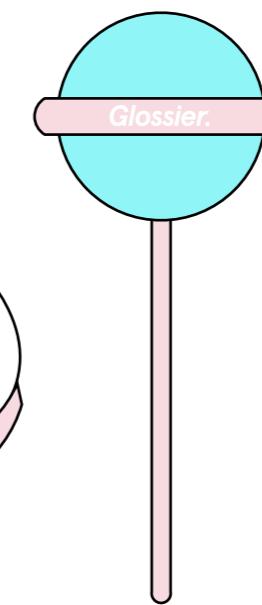
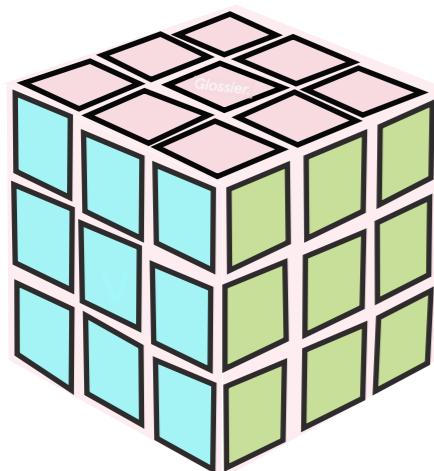
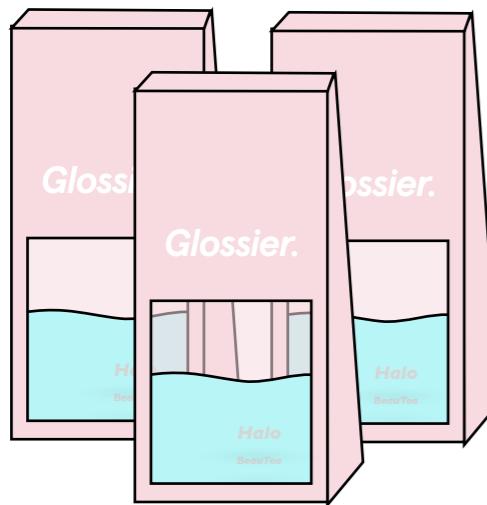
Dried flowers



Popsicles

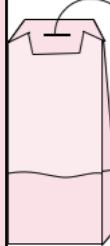
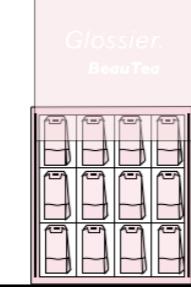
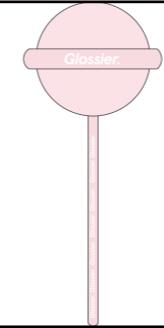
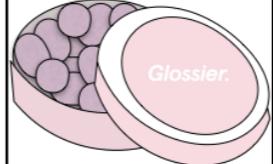
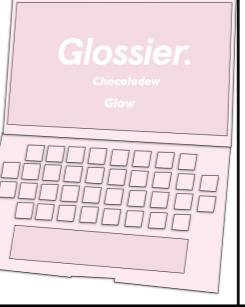
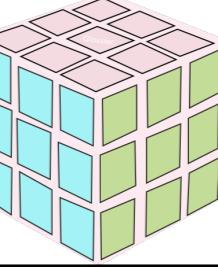
FOCUS HALO RANGE

Declination of the range : **HALO**



Each of the 12 ingredient ranges will be available in 8 to 9 different products like this one.

COLLECTION PLAN

NAME	BeauTea Bag	BeauTea Box	BeauTea Pot	BeauTea Mix	Glowy Candy	Gom-Glow	Chocoladew	Rubik Glow	Crunch Bar
MODELS									
INGREDIENTS RANGE	Camomile	Camomile	Camomile	Camomile	Camomile	Camomile	Camomile	Camomile	
	Acai	Acai	Acai	Acai	Acai	Acai	Acai	Acai	Acai
	Jasmin	Jasmin	Jasmin	Jasmin	Jasmin	Jasmin	Jasmin	Jasmin	
	Matcha	Matcha	Matcha	Matcha	Matcha	Matcha	Matcha	Matcha	Matcha
	Hibiscus	Hibiscus	Hibiscus	Hibiscus	Hibiscus	Hibiscus	Hibiscus	Hibiscus	Hibiscus
	Gingembre	Gingembre	Gingembre	Gingembre	Gingembre	Gingembre	Gingembre	Gingembre	Gingembre
	Curcuma	Curcuma	Curcuma	Curcuma	Curcuma	Curcuma	Curcuma	Curcuma	
	Ginseng	Ginseng	Ginseng	Ginseng	Ginseng	Ginseng	Ginseng	Ginseng	
	Rose	Rose	Rose	Rose	Rose	Rose	Rose	Rose	Rose
	Roobios	Roobios	Roobios	Roobios	Roobios	Roobios	Roobios	Roobios	
Composition	Spearmint	Spearmint	Spearmint	Spearmint	Spearmint	Spearmint	Spearmint	Spearmint	
	Butterfly Blue Pea	Butterfly Blue Pea	Butterfly Blue Pea	Butterfly Blue Pea	Butterfly Blue Pea	Butterfly Blue Pea	Butterfly Blue Pea	Butterfly Blue Pea	Butterfly Blue Pea
QUANTITY	1 sachet	12 sachets	140g	35g	1 sucette	36 gommes	32 carrés	54 carrés	62g
TOTAL REF	12	12	12	12	12	12	12	12	6
TOTAL	102								

9 MODELS
12 RANGES
102 REFERENCES IN TOTAL

DISTRIBUTION

Sales point

The majority of Glossier sales are made via the brand's website. It is the only website that sells the brand. That's why for our fooding range, our products will also be distributed on the brand's website.

Distribution in store

The products of our new range will be distributed in the brand's three own shops, in a dedicated area.

 New York - Lafayette Street

 Los Angeles - Melrose Place

 London - Floral Street (Covent Garden)

Distribution in department stores

Currently, Glossier is not distributed in department stores (except in Atlanta) but to promote our new product line we will open small corners in some department stores.

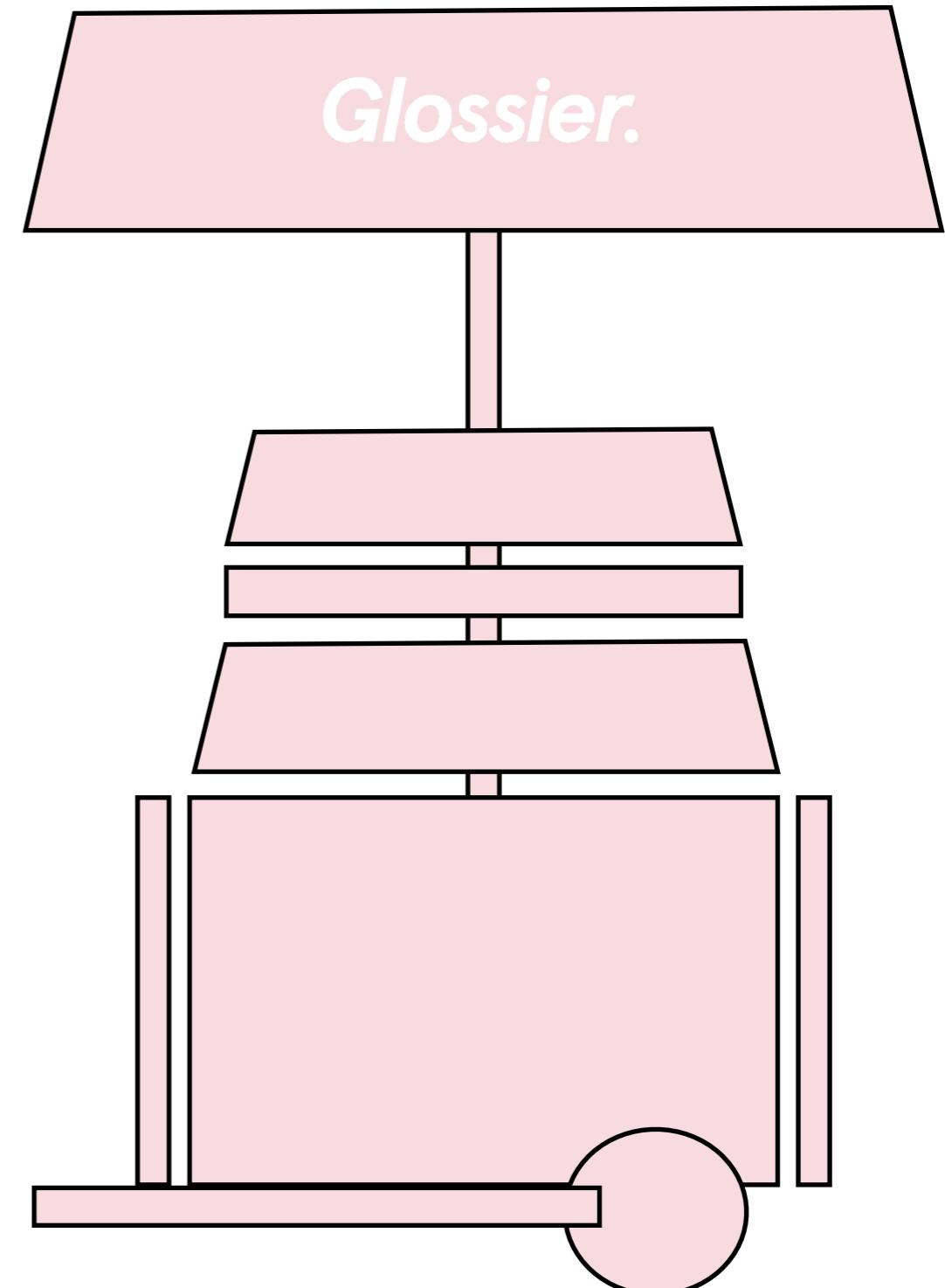
 Atlanta - Ponce City Market

 Miami - Bal Harbour Shops

 Paris - Galeries Lafayette des Champs Elysées

 London - Liberty

Merchandising of the stands of our new range (in shops and department stores)



DISTRIBUTION

Pop - up store

Pop - up store : Glow Market

For the launch of the fooding beauty collection, we will open two pop-up stores for one month, one in Paris and one in New York.

As it concerns food products, the idea of the pop-up store is based on a super market that takes up the glossier universe.

Localisation

Trendy and fashionable neighborhoods

📍 Metpacking district - New York

📍 Le Marais - Paris

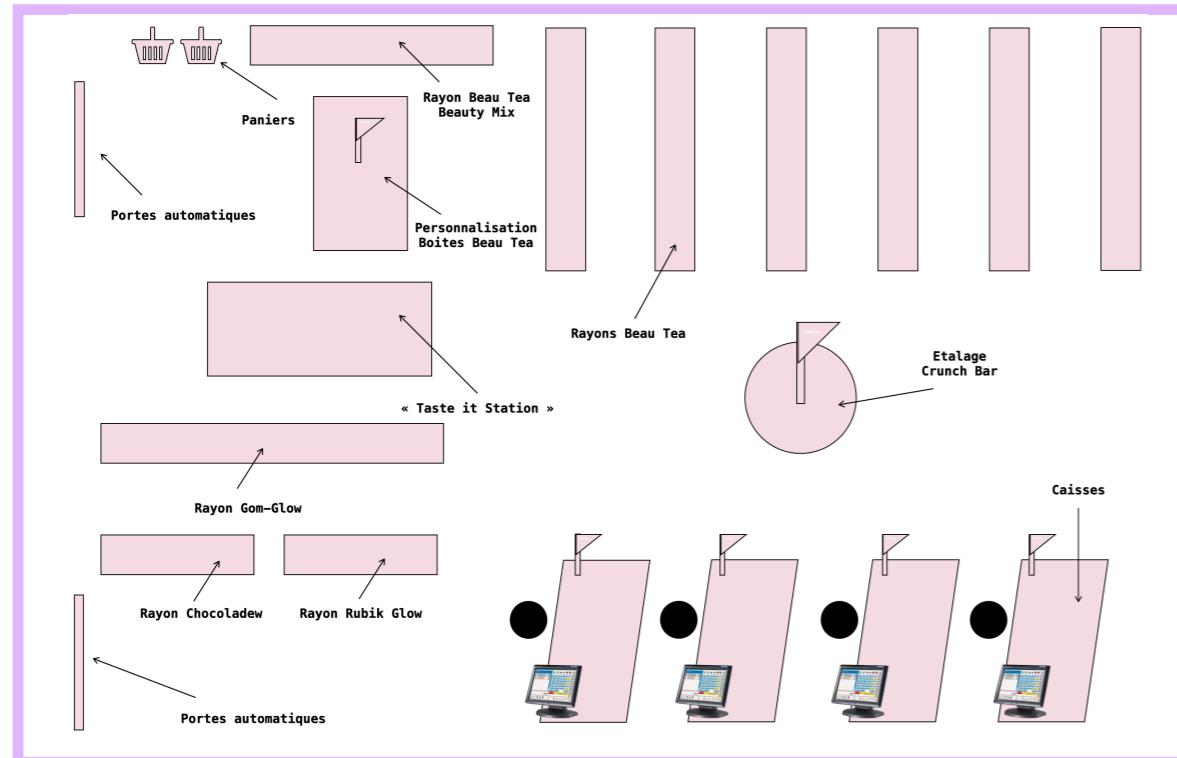
Inspirations



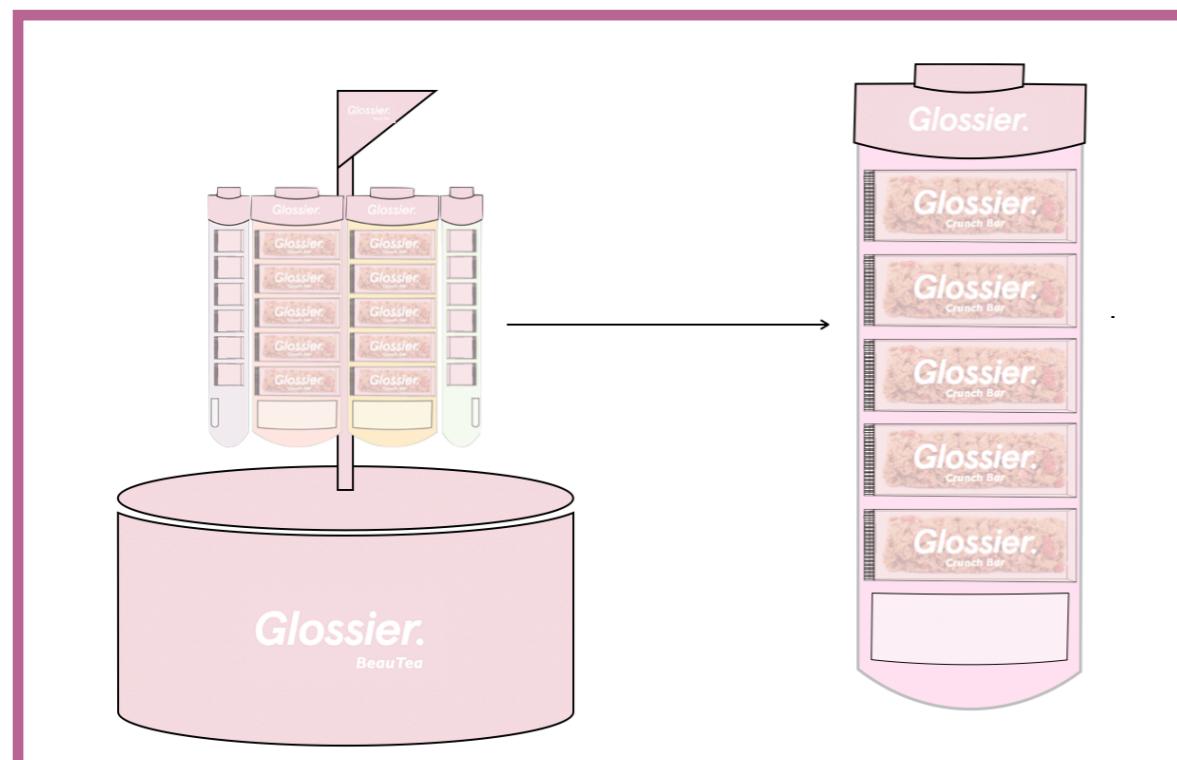
MERCHANDISING STRATEGY

Point of sale layout

(decoration - display - facing)



Glowy Market plan



Merchandising displays for Crunch Bars

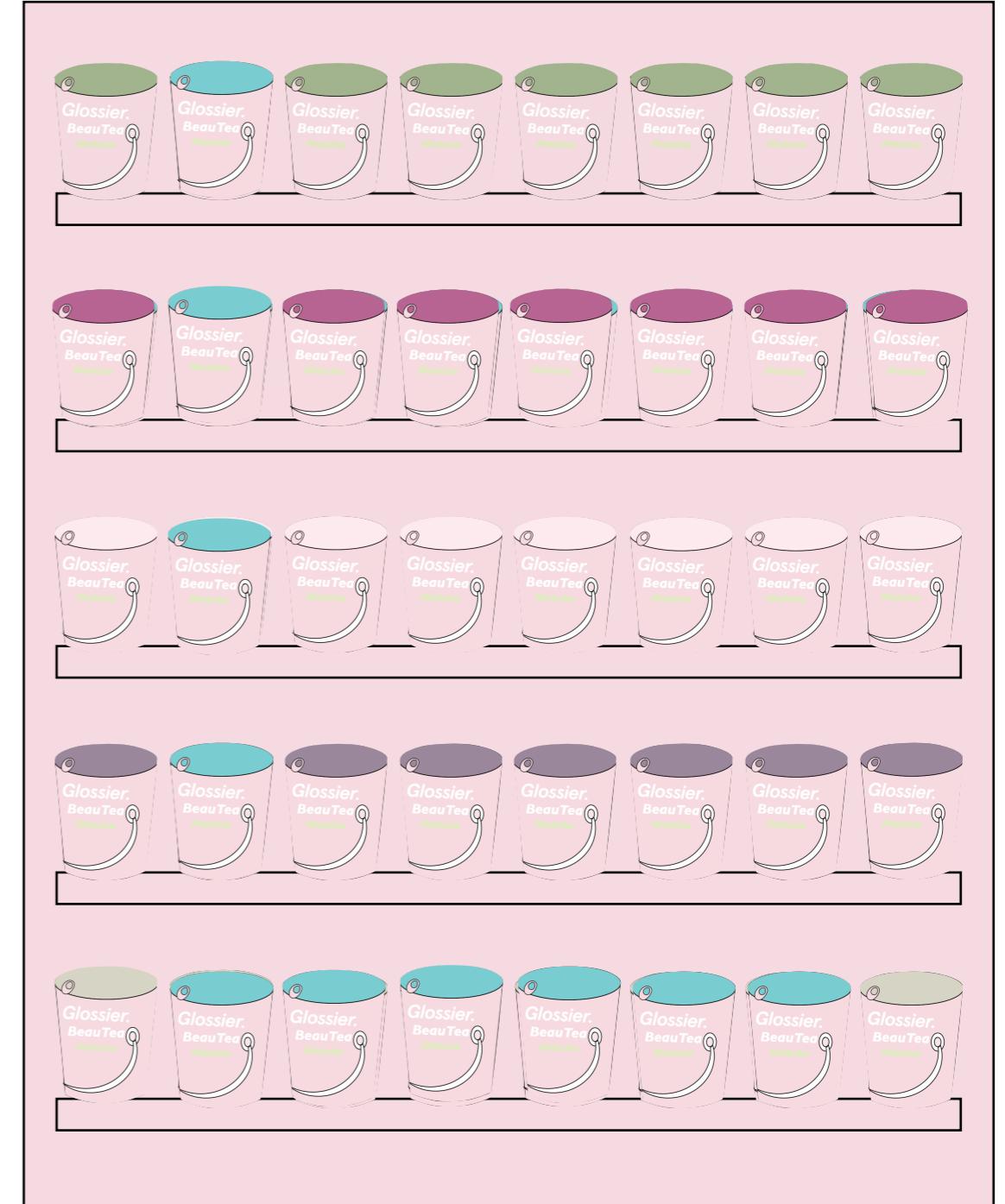
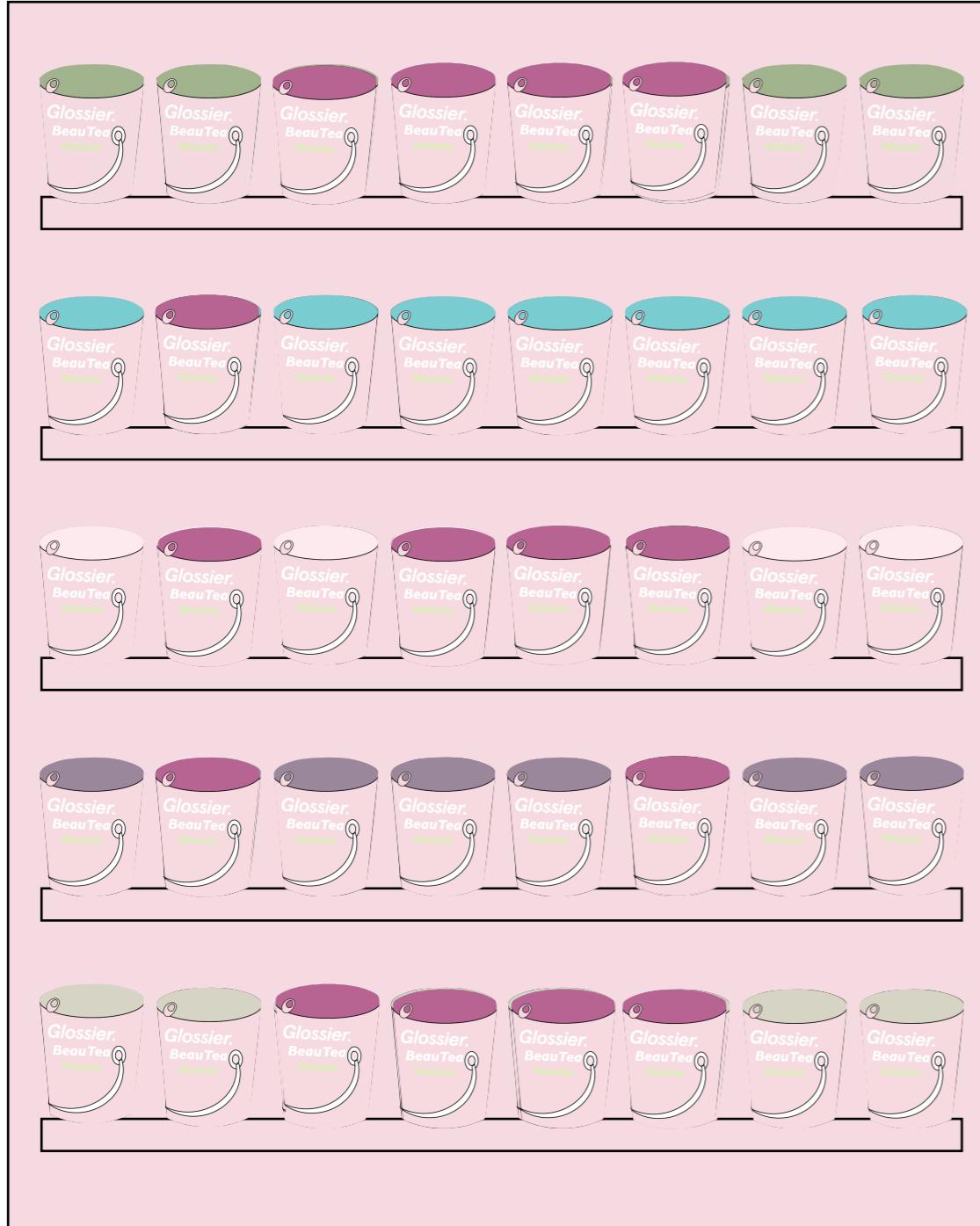


Merchandising « taste it » station

MERCHANDISING STRATEGY

Point of sale layout
(decoration - display - facing)

Example of shelf merchandising

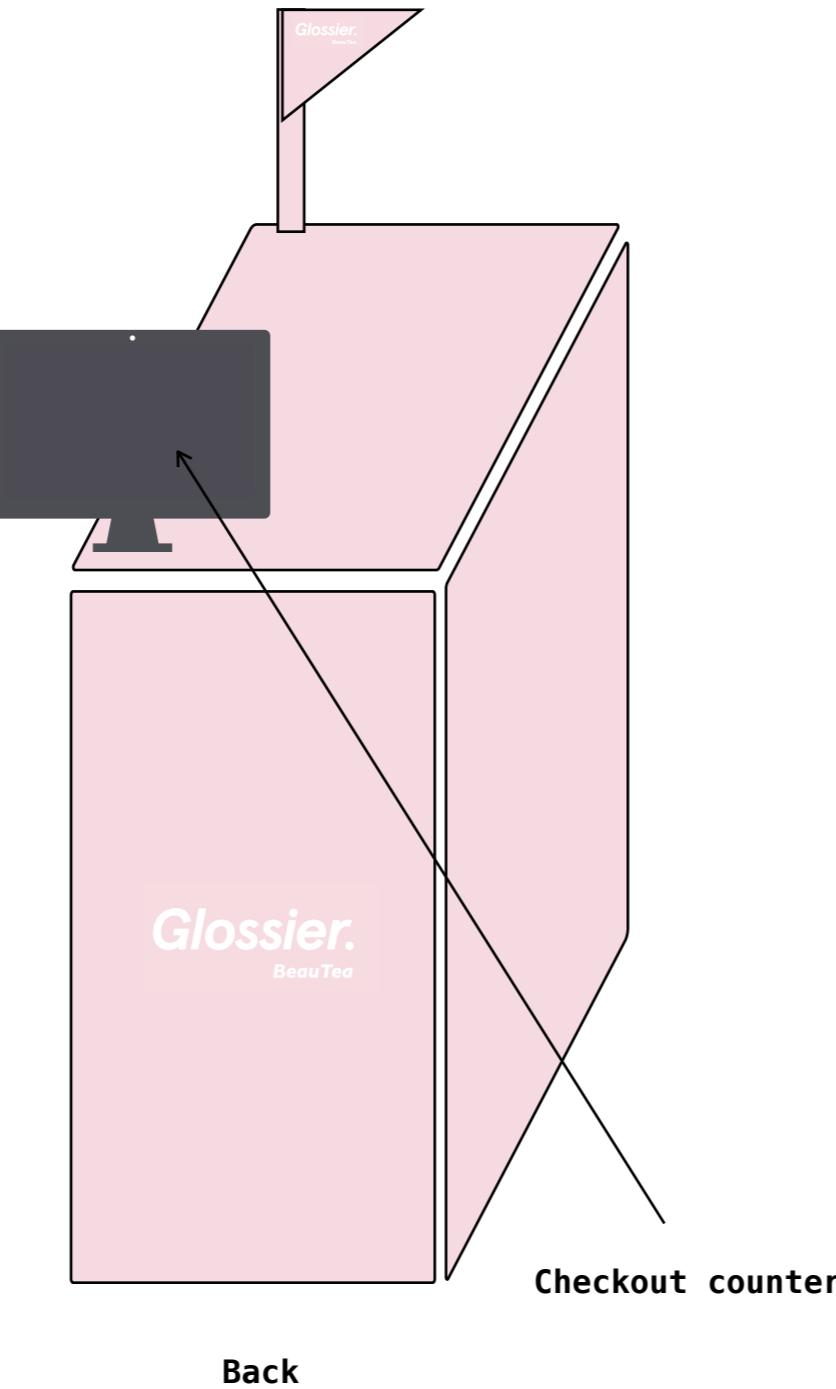
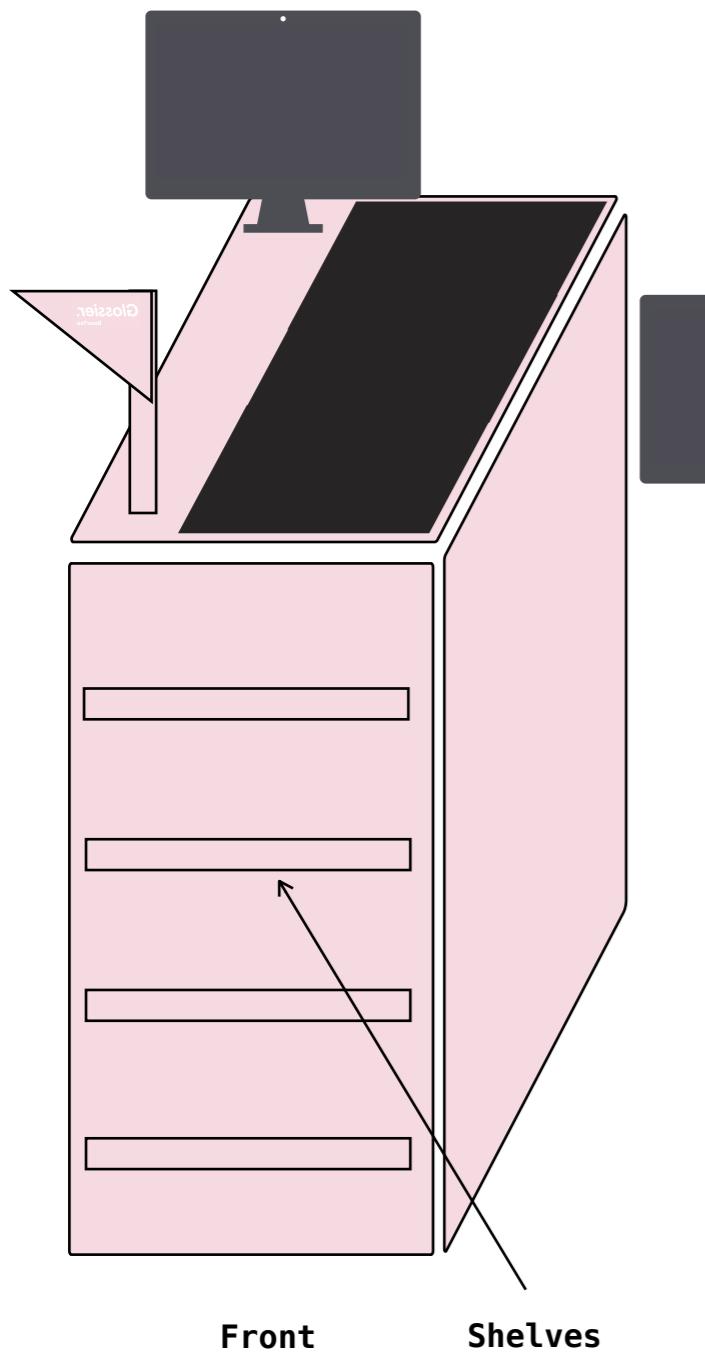


As our products are available in several flavours, they are declined in several colours. So in our pop-up store we will arrange the products in the shelves and thanks to the different colours of the products we will write letters to form the name of the brand: GLOSSIER. (here example of G and L)

MERCHANDISING STRATEGY

Point of sale layout

(decoration - display - facing)



Merchandising of checkouts counters

At the checkouts, it will be possible to find the glowy candy, available individually these lollipops will push the customer to a last purchase.



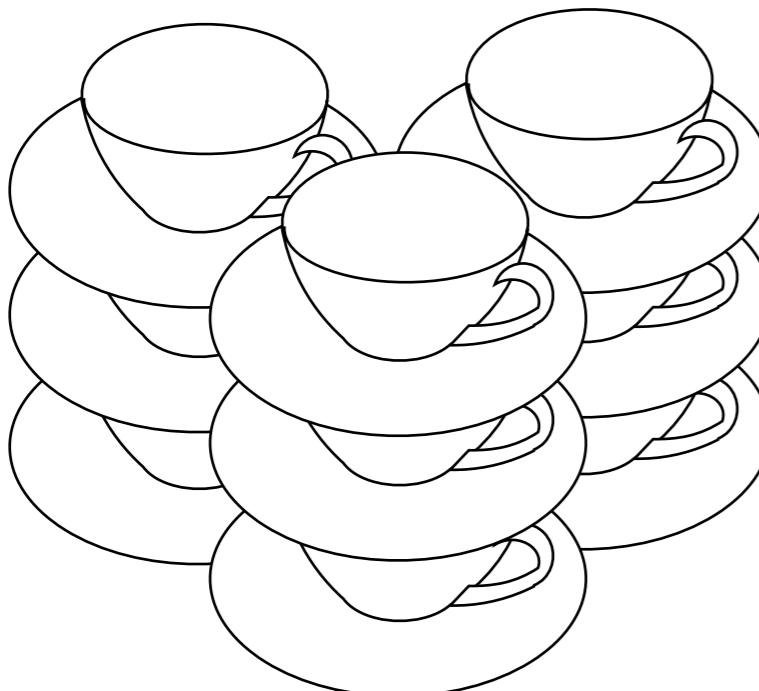
Shelves at the front of the counter

MERCHANDISING STRATEGY

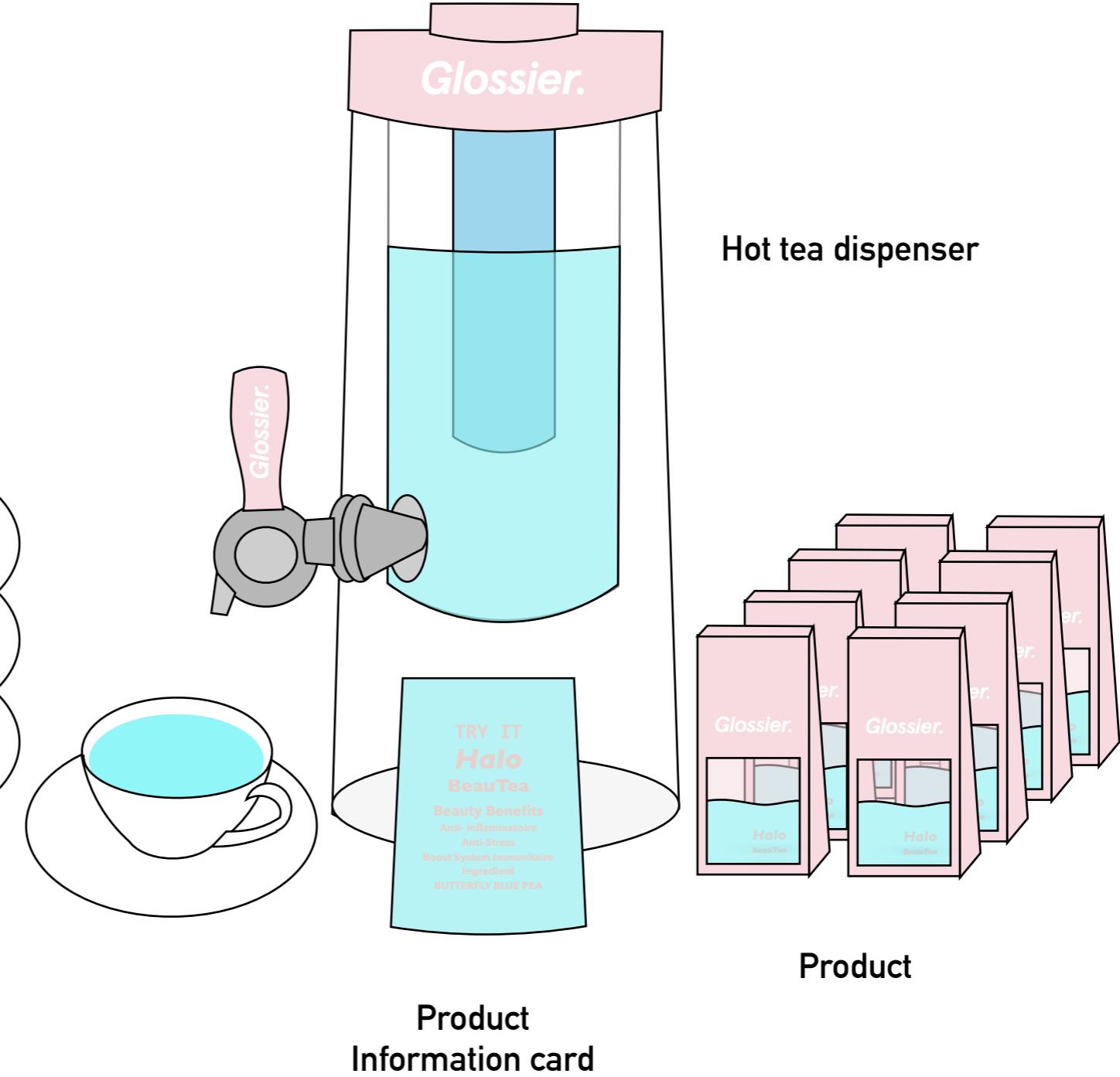
Point of sale layout
(decoration - display - facing)

« Taste It » Station

In-Store



Cups



Product
Information card

Product

Hot tea dispenser

MERCHANDISING STRATEGY

Point of sale layout

(decoration - display - facing)

« Taste It » Station

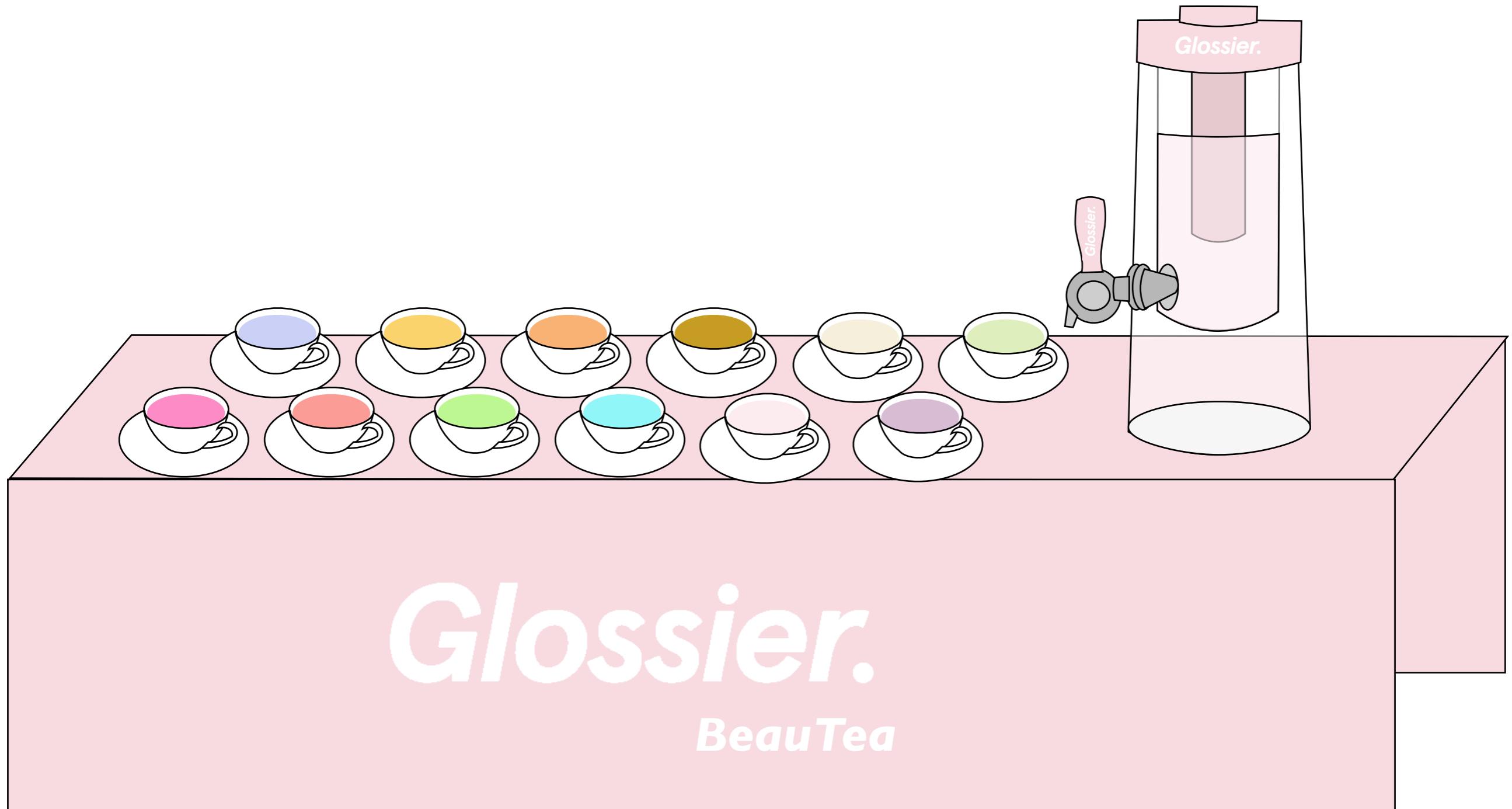


Glossier. BeauTea

MERCHANDISING STRATEGY

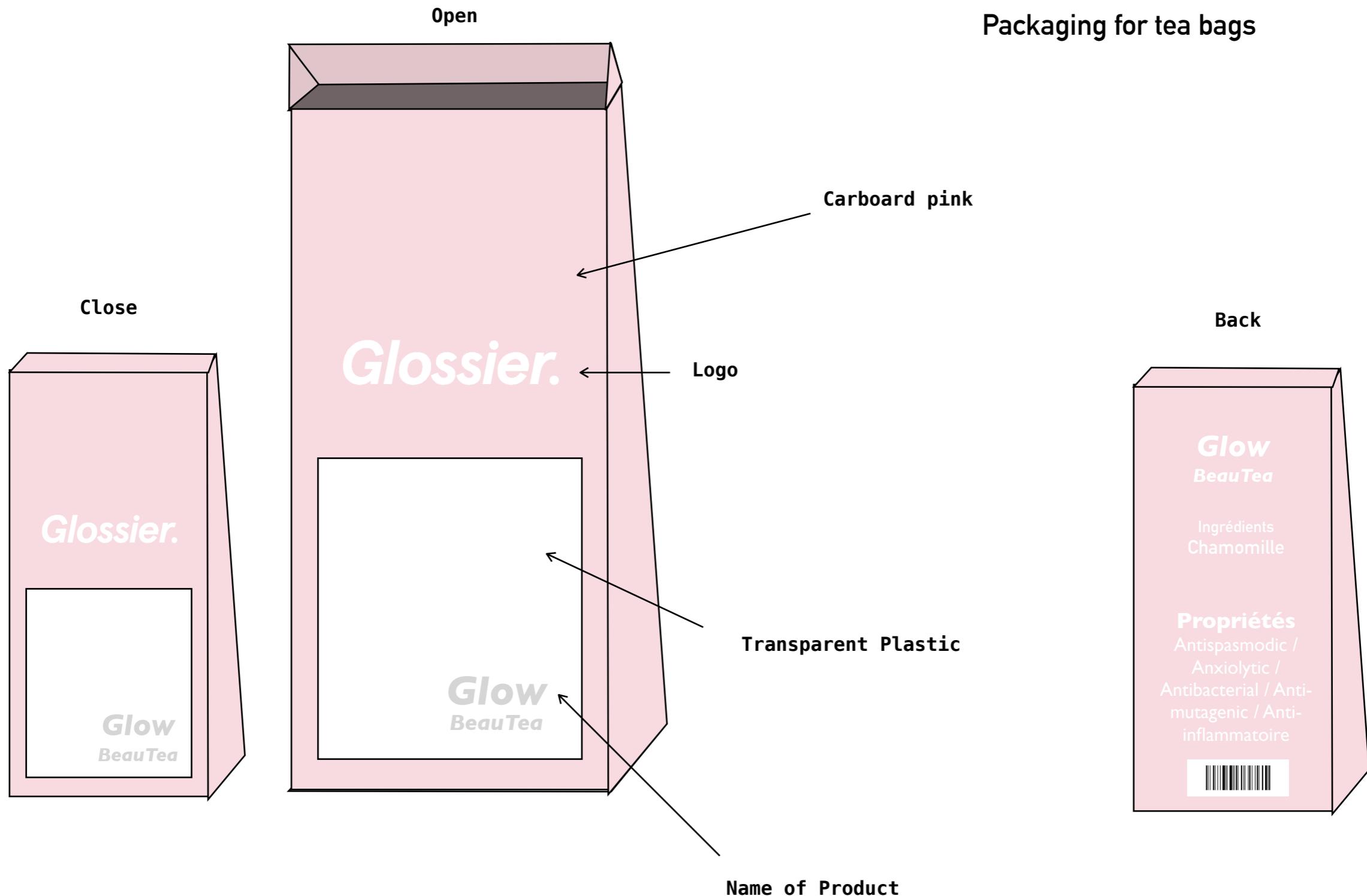
Point of sale layout
(decoration - display - facing)

« Taste It » Station



MERCHANDISING STRATEGY

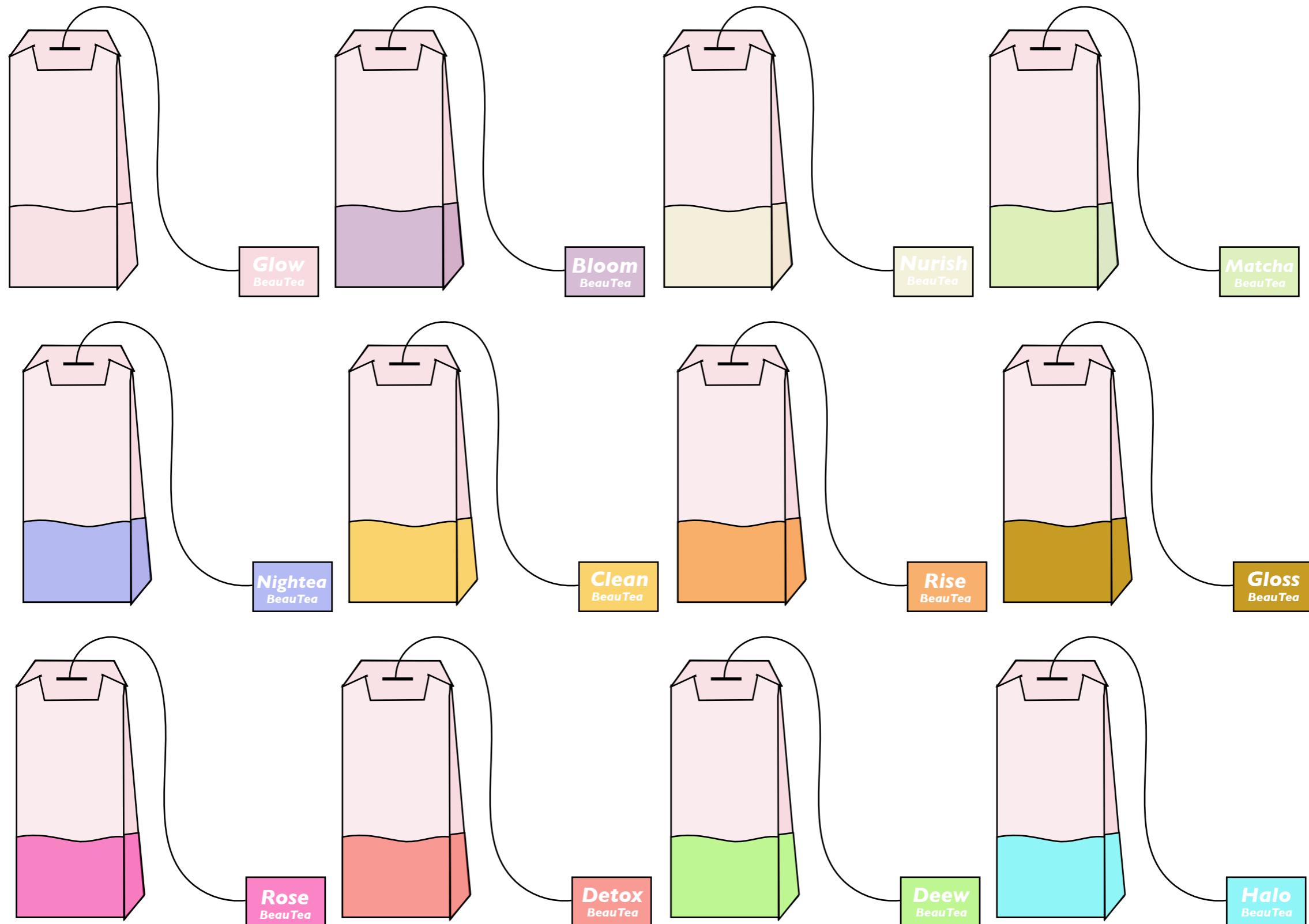
Packaging and tags



MERCHANDISING STRATEGY

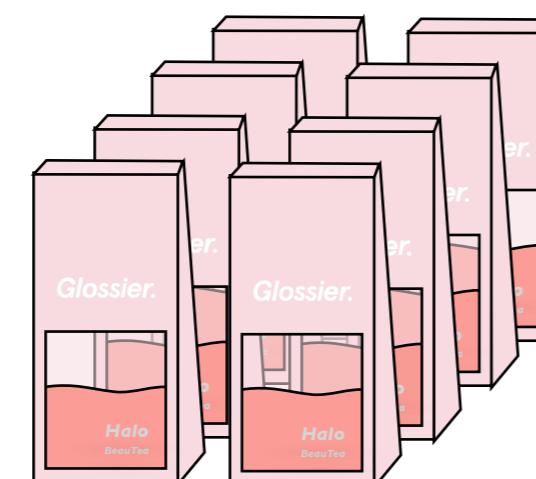
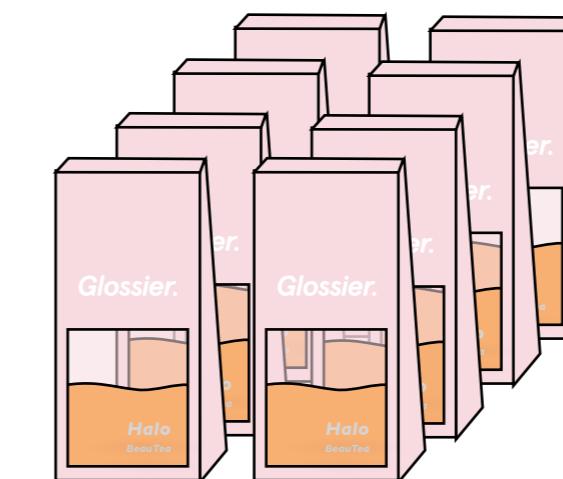
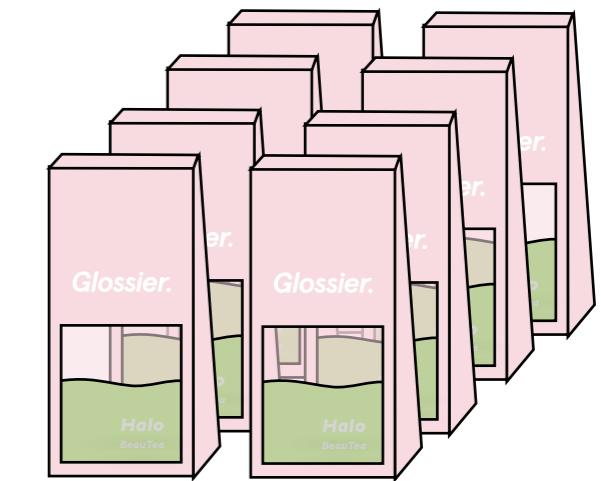
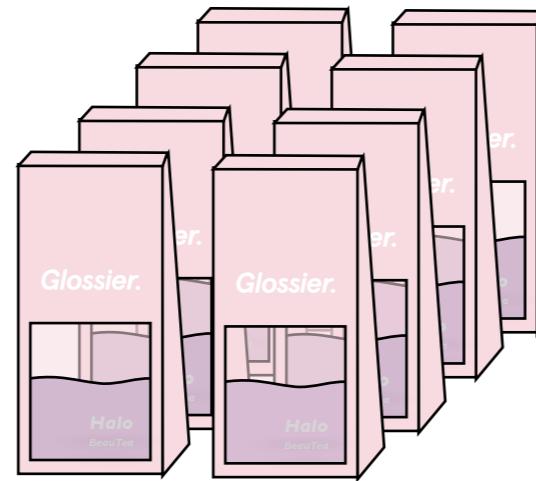
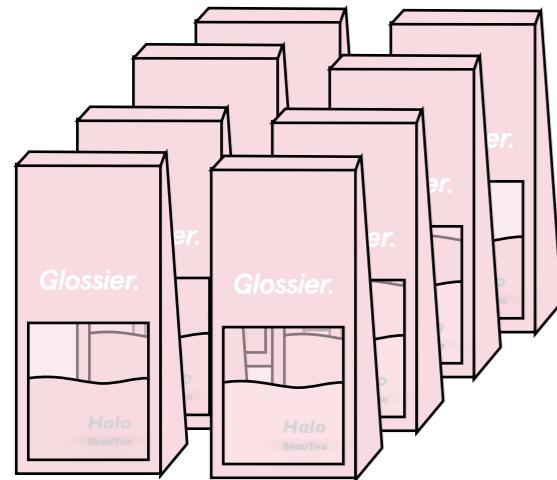
Packaging and tags

The labels of the 12 different tea bags



MERCHANDISING STRATEGY

Packaging and tags



MERCHANDISING STRATEGY

Packaging and tags

BeauTea Box



MERCHANDISING STRATEGY

Packaging and tags

Chewing gum boxes « Gom-Glow »

