

Competitor Analysis: Beauty

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Department stores

SELFRIDGES & CO

EVERYBODY'S BEAUTY

Everybody's Beauty event (April-June 2016) London, Manchester and Birmingham. Pampering beauty experiences by brand favorites; Charlotte Tilbury (Makeover), Clarins (Skincare consultation), Clinique (Skincare and Make up consultation), Estée Lauder (Skincare consultation) and Giorgio Armani (Cleanse and Glow treatment) etc.



Tatler & Selfridges (May 2017) Held in London, Manchester and Birmingham. Tatler's beauty editors reveal top tips and beauty must haves. Offer champagne, canapes and exclusive treats



My mum is... worth treating (March 2017) Mothers day event held in Manchester and Birmingham stores offering complimentary drinks, live entertainment and special beauty workshops

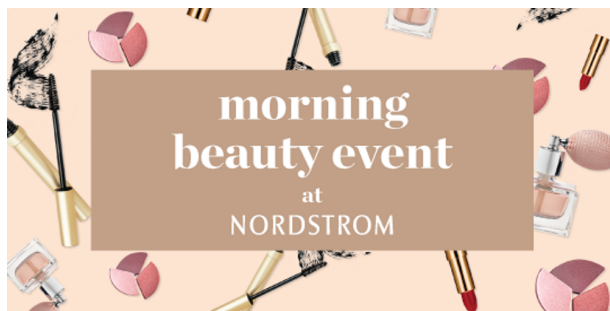
NORDSTROM



Spring & Fall Beauty trend event (Spring & Fall 2017) newest trends and products, insider tips and tricks, skincare, fragrance consultations, free samples and exclusive gifts



Summer Beauty event (June 2017) Book an appointment with beauty expert to demonstrate must have glowing skin, gorgeous make up and fragrance essentials



Morning Beauty event (March 2017) - Learn the freshest tips and tricks from our beauty and fragrance experts including Armani, Charlotte Tilbury, Clinique, Drybar, M·A·C Cosmetics, Dior and more. Breakfast bites and coffee served

HOUSE OF FRASER

The Beauty event (April 2016 & 2017) Shop latest beauty with exclusive offer of £10 off when you spend £50 or more. A guide to the seasons beauty trends 'Fraser Beauty'. Champagne, goody bags, complimentary makeovers, samples and massages



Exclusive beauty event in support of Moorfields Eye Charity (October 2016) held in Kent. Gift bags, treatments around departments, wine tasting, refreshments and live music



Exclusive VIP Charlotte Tilbury beauty event (October 2017) held in Glasgow. Able to meet Charlotte, photo opportunity, expert make up advice and red carpet secrets



HARVEY NICHOLS

Beauty Weekender (July 2017) two days of live music, mini makeovers and treats galore. Exclusive masterclasses; Stila, Hourglass and Rodial



Trish Meevov: The Masterclass (June 2017) Beauty expert and Apprentice star, Grainne McCoy and the Trish McEvoy team for live demonstrations and one-on-one tutorials. Complimentary book by Trish; The Make up of a Confident Women



NARS Orgasm Collection (June 2017) - Visit the experts to learn more about the limited edition pieces and their two new formulas- a liquid blush and lipstick. One-to-one appointment with one of the top makeup artists and receive a mini NARS black pouch with treats inside



DEBENHAMS

Beauty Club Gala event (April 2016) - £10 worth of points when you spend £50, exclusive gifts with purchases, free makeovers, beauty tips and demonstrations and free prize draws



Hello October beauty blogger event with YSL (May 2017)
Complexion masterclass. Sneak peak in bloggers make up routine, sharing tips and tricks. One to one with YSL beauty experts and a goodie bag



Foundation the Nation, Estée Lauder (January 2017) Experts will analyse and evaluate skin undertones using unique technology. Beauty gift offered at £35

Brands

Charlotte Tilbury



Scent of a dream event (September 2016) Virtual reality dome. Guests experienced Charlottes 360 virtual reality Scent of a dream film. Performance from Candi Staton



Make-Up Your Destiny (October 2014) Referred to as a 'Beauty festival'. Transformed The Grove into a mystical land of make up fantasy with circus performers, DJs and Cocktails



Dry Sheet face mask launch event (February 2017) - Charlotte, celebrity facialist Debbie Thomas and Biomod CEO, Karine Théberge, chatted to the guests and answered all their questions as well as live demos of the new dry sheet face mask



benefit

SAN FRANCISCO

Benefit Beauty school (September 2016) Try and Buy All-in-one Instant Beauty Kits. Receive custom make up tips and tricks from beauty artists and free gift bag



Launch for new brow products (July 2016) - magician Matthew J Magic entertained the beauty bloggers. 'Brow games' for the bloggers to take part in, all themed around the four stages of creating the perfect brow mapping, tinting, waxing, filling and highlighting. Branded photo booth. Samples and full size products gifted



Benefit Brow Party, Marie Claire reader event (August 2016) - Marie Claire's beauty & style director Sophie Qureshi and Benefit's head make-up artist Lisa Potter-Dixon offer hacks on how to get the perfect brow. Complimentary drink and discount on new season. Free benefit brow services and makeovers, Nails Inc manicures and GHD hair styling



NARS Federico Gregorini (June 2016) meet the national stylist, learn how to create the summer look and personalise your make up bag. Also receive a free gift.

NARS



NARS x Red masterclass (March 2017) - evening of trend demonstrations, one-to-one make-up consultations and beauty chat, hosted by Red's beauty director Annabel Meggeson and Nar's lead stylist and make-up artist Anna Priadka. 10-minute bespoke consultation, along with 10% off all Nars purchases made on the evening



NARS Beauty hour fundraiser (February 2017) charity event. Learn beauty tips and tricks, opportunity to win prizes, raffles and a gift bag. Food and alcoholic beverages purchased at bar

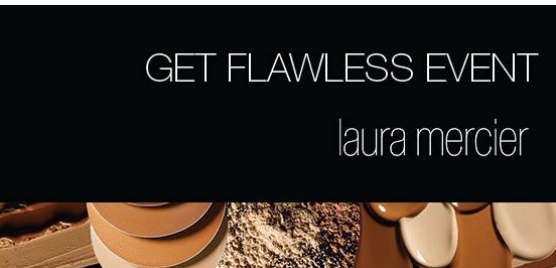
laura mercier



Bridal Beauty masterclass (February 2017) - Make up experts demonstrating techniques for bridal looks, top tips for ‘do it yourself’ and glowing skin. Answering questions. Drinks and food offered



Face to Face event (September 2015) Make up artist Chris Howells offers beauty secrets using Candleglow collection. One to one consultations



Nordstrom Fashion Valley Beauty trend (November 2014) makeup fashion show trend event. Discover National Makeup Artist Joel Canales and Laura’s iconic artistry techniques and learn how-to create a flawless canvas

MARC JACOBS BEAUTY



Go backstage with Marc Jacobs beauty (June 2017) learn latest make up trends, complimentary beauty consultation, tips, tricks and application advice from Marc Jacobs Beauty global artist



About Last Night (December 2016) experience holiday collection. Enjoy the party, complimentary makeovers and deluxe samples



Recreate the runway with Marc Jacobs (October 2016) receive runway inspired touch ups, recreate Marc Jacobs signature look during one to one with Gilbert Soliz. Complimentary gift