

THE IN-STORE MAGAZINE FOR RETAIL BEAUTY ISSUE 14 OCTOBER 2007

esprit



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SELL
CLE
AND EXP

INTERVIEW

MICHAEL ED
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**NEWS, PEOPLE AND
INNOVATIONS**

An eclectic, international
and local mix

**TRAINING MANAGERS
SHARE THEIR STRATEGIES**

FINE
FRAGRANCE

Sisley opens spa in St.Tropez

Sisley has entered a partnership within the luxurious Byblos Hotel in St. Tropez. This new Spa is a meeting of two identical philosophies, a partnership of two internationally-influential brand names, combining excellence and exclusivity. Some 430 square metres is dedicated to skin and body treatments, well-being and relaxation. There are three extra-spacious treatment cubicles, two of which look onto the hotel gardens, letting in the scents and light of Provence. Each cubicle has a private shower. One room is dedicated to facial and body treatments and scrubs while a double VIP suite with a salon area provides couples with a private Turkish bath and steam bath with essential oils and fresh rose petals. The magnificent Turkish bath looks like it is straight out of the thousand and one nights, covering an area of 30 square metres, decorated in light and dark blue granite. It is a luxurious prelude, preparing the skin to receive whatever treatment follows. The ceiling is decorated to look like a starry sky. The Vichy Shower cubicle for affusion and aromatherapy massages is where clients can enjoy 'experientia' showers with three different programs of sound, light, fragrance and water scented with essential oils.

Fatima Vigée, General Manager Sisley Australia, comments: "Spa Byblos by Sisley strengthens our identity and success around the world. Sisley's success is first and foremost based on the high quality of the products, knowledge and anticipation of consumer needs, creativity, high standards,



Spa Byblos by Sisley showcases Sisley products in the most exclusive of locations

precision and attention to detail in product development. Spa Byblos by Sisley will showcase the exceptional "savoir-faire" and experience of a luxurious brand in a unique and equally luxurious environment. We are adamant about being present only in the most prestigious department in the world in order to dispense optimum advice on Sisley products. Byblos by Sisley stays true to Sisley's philosophy."



The new range of organic aromatherapy skincare for little ones, Babies Only - available through David Jones stores nationally.

Organic skincare for babies

Babies Only is an organic range of skincare products that have been developed in conjunction with a Paediatric Herbalist and an Aromatherapist. Featuring the highest grade of essential soothing oils and organic ingredients, the Babies Only range has been specifically designed to not only pamper, but to ensure only the purest and natural products are in contact with baby's skin.

Each of the products is packaged in amber glass or PET, to conserve the integrity of the essential oils and where necessary to protect the product. Only natural plant based food grade preservatives have been used.

The team behind Babies Only has over 30 years experience in the beauty, aromatherapy and skincare industries and developed the products in the range based in response to the most common skin complaints or irritations suffered by babies. The range has just launched in selected David Jones stores and independent retailers nationally.

Babies Only is the creation of Fay Najjar who owns a retail lifestyle store in Daylesford, Victoria. In her buying role she was searching for a range of babies' skincare products to sell in the store.

the skills of my sister who is an Aromatherapist and my background in cosmetics and skincare we decided to develop the range ourselves to fit the brief. The result is Babies Only, an organic range of skincare products that has been developed in conjunction with a Pediatric Herbalist and an Aromatherapist.

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Babies Only for Mums has been developed to complement the baby range and is for use during pregnancy and continued on post natally. The essential oils used have been specifically chosen because they are entirely safe to use throughout the pregnancy.

"We launched into nine David Jones stores in August but are also ranged in a variety of gift stores, day spas, maternity stores and children's stores. We have just appointed a Melbourne Agent and are now interviewing agents in other states. We are delighted to have secured the 24 month department store exclusive with David Jones stores, who love the products and have embraced the entire range. We launched with 20 items in the range initially as well as a 'gift with purchase' of a 30ml Smooth as a Babies Balm with any purchase." The Babies range will be constantly updated and reviewed, with the addition of relevant new releases on a regular basis.

The mum's range is being launched with the Babies range into David Jones, it includes an innovative 'ipple' cream designed to work on lips and cracked nipples as well as a Sole Mama foot cream and Mum's Back Rub oil. "We are very excited to be releasing an addition to the range in November, an invisible Zinc sunscreen for face and body that's suitable for babies, children and mums and dads. This is the very latest nano technology using natural zinc oxide. The sunscreen is suitable for sensitive skin, is SPF30+, offers four hours water resistance and is non-greasy."

ModelCo targets fashion

This year ModelCo was delighted to be official makeup sponsor for Fashion To Breast Cancer where 22 of the David Jones Fashion Family individually customised Sheridan Couture silk bathrobes to be auctioned to garner funds for breast cancer research. The partnership involved the fashion shoots, including one with Fashion Targets Breast Cancer Youth Ambassador Tahyna Tozzi. ModelCo makeup artists



ModelCo's focus on eyes for cancer charity fashion bash

worked their magic on leading Australian designers including

Simone & Nicky Zimmermann, Alice & Kimly Johnston. The robes were launched with a fashion parade in August at Sydney's latest hot spot The Argyle. Sophie Falkiner, Official FTBC Ambassador for 2007 hosted the evening and launched the online auction of the robes at gray.com.au. The robes were then showcased at the Sheridan concept stores within David Jones in Sydney and Melbourne. ModelCo has long been a supporter of Pink Ribbon initiatives and this sponsorship was an