

THE STORY OF LOUBOUTIN COSMETICS: AN UNUSUAL LAUNCH



On October 13, the International Luxury Business Association brought together a small group of luxury leaders for a gourmet dinner prepared by Yannick Alléno's teams in the Pavillon Ledoyen he recently took over. The dinner was accompanied by a fine wines tasting session orchestrated by FICOFI, an expert on the subject! The evening was an opportunity for many to get acquainted, for certain to get back in touch and for all to exchange business cards with the promise to talk again soon, which has already happened to some participants.

The dinner was preceded by the presentation of the new line of cosmetics by the COO of Christian Louboutin brand, Alexis Mourot, the inspiring story of an original approach to the extension of a brand's territory.

The origin of the red sole is to be found in the nail polish color of one of Christian Louboutin's collaborator he had borrowed in order to paint the sole of a pair of shoes during a photo shoot ... So it was only natural for the brand to enter the world of cosmetics by launching a nail polish line, giving this launch a sense of homecoming.

▪ A story well thought through

The brand has had the opportunity to enter into discussions with key beauty industry leaders within the framework of a possible license agreement, but as it was very concerned about keeping the control over the brand's strategy and image, it has chosen to favor an approach allowing the brand to remain in control by building a joint venture with a US partner, Battalure Beauty company, in order to create Christian Louboutin Beauty, headquartered in the United States, the largest market for Christian Louboutin.

▪ A strategy consistent with the overall brand's strategy

- A very spectacular packaging, directly inspired by the shape of a stiletto heel.
- The quality of the product: a high quality formula with a high concentration of pigments (one coat is enough!)
- A flagship product, the Louboutin red + 3 lines featuring each ten colors: the Nudes, the Blacks, the Pops. The product names refer to shoe models or to personalities linked to the brand.



- A highly selective price positioning (\$ 50.00 US, € 45.00 in Europe) which much like the footwear, clearly positions the brand as one of the most expensive in its segment.
- A limited number of points of sale: with a launch on shoes spaces.
- A spectacular launch at the point of sale relying on a few flagship stores (Concept stores, department stores – Saks, Selfridges, Printemps – and brand stores)



- A communication campaign strictly based on PR. In Europe and the US journalists were invited to experience the launch in a very personalized manner, with a great result, since the launch was featured in most leading media in all markets. As for the shoes no advertising investment has been made.

The brand has met the challenge: generating a large press campaign, which has fueled Christian Louboutin's legend and as of today achieving a real commercial success with sales exceeding expectations!

Catherine Jubin
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