

SECOND HALF  
PREVIEW



## Eye on the Prize

Forget head-to-head: Beauty companies are going lash-to-lash this fall, with a host of big name brands set to launch major new mascaras in the second half. Shoppers can expect to see at least 11 new mascaras, including entries from Chanel, Clinique, Dior, Estée Lauder, Giorgio Armani, Good Skin, Guerlain, Lancôme, MAC, Prescriptives and Rimmel. The activity isn't surprising considering mascara sales have been a bright spot in prestige market sales, with an 8 percent growth in 2005 and sales of almost \$250 million, according to NPD. "There has been so much more attention to lashes overall that it made sense we were going to see a shift in the category," says Karen Grant, beauty industry analyst for NPD. "One of the things [influencing this] is the resurgence of false lashes and the emphasis on the full lash look in magazines." Launch-wise, Lancôme will be first out of the gate this month with *Fatale* (\$22), a volumizing mascara that uses a unique, triangular-shaped comb to smooth the maximum amount of product on the lashes. Chanel's *Inimitable* (\$26.50), launching in August, uses rice wax to thicken lashes and an elastomer bristled, cylindro-conical brush to reach even the finest of lashes. There's news in the mass market, too. "We're seeing more emphasis on lengthening and thickening for mass mascaras," says Grant. Rimmel's *Lyra Lash Extender* (\$6.69), for example, which launches in July, uses Lyra fibers to stretch and extend lashes. If the mascara category continues along the same lines of growth, the effect could trickle down and breathe life into other sectors. Says Grant, "Brands can capture a consumer with mascara and then start to engender them to take on other products, like eye shadow or eyeliner. Mascara is [only] one of the tools in a brand's arsenal, but it is a very strong tool." —MEGAN KEMFIRE

## Digging Gold

Looks like golden days will soon be here again—at least at department store beauty counters. The shade dominates this season's offerings, popping up as a major theme in color cosmetics collections, fragrance packaging and even as a skin care ingredient. Bobbi Brown, Nars, L'Oréal and Givenchy all feature the metallic prominently in their makeup collections, while Donna Karan's newest fragrance was said to be inspired by a hammered gold bracelet. La Prairie's fall skin care launch, *Cellular Radiance Concentrate Pure Gold*, even contains actual 24-karat gold. "Gold screams out warmth and luxury," says Shelley Rozenwald, senior vice president of Holt Renfrew. "It's exploding in fashion and jewelry and now beauty. Be it in the packaging or the product, gold signifies luxury and luxury is really hot. As retailers, we love that."

## Launch Watch

Yet another dermatologist is looking to hit pay dirt at the cosmetics counter: New York-based Steven Victor's eponymous line launched at Harvey Nichols in May and is set to hit Saks this fall. What makes it different from the host of other doctor-marketed brands? Victor says each product in the six-item line contains a multiple ingredient complex, rather than just a single active ingredient, thus making it possible to eliminate a multiproduct approach to antiaging. Prices range from \$65 for a cleanser to \$400 for *Bio Nutrive Cream*.

