

Presented by Camille

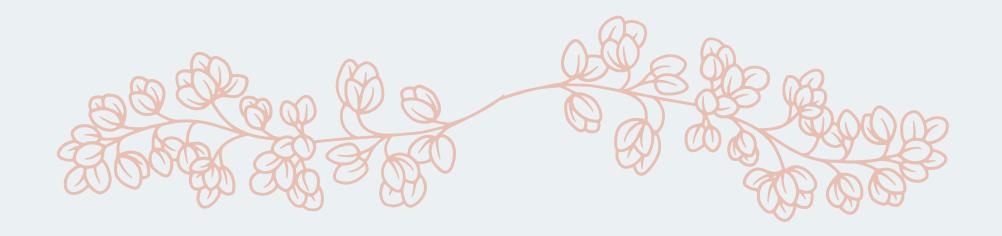
HISTORY OF THE BRAND

"WILD-CRAFTED, SUSTAINABLE NORDIC BEAUTY"

- Founded in the 1970's and became fast a market leader in Finland
- Named after the Lummenne lake in Central Finland and also derived from 'lumen' the Latin for light.
- Lumene's inspiration springs from the nature and Arctic plants
- Light places a special role in Lumene's products



"INSPIRED BY NATURE AND NORTHERN WOMEN"



"We take our inspiration from the Nordic approach to wellbeing and beauty: a region where a unique blend of resilience, mindfulness and harmony with nature is deeply rooted in everyday life.

Despite the harsh climates of the northern longitudes, Nordic women are fresh-faced, radiant and healthy-looking."

WHAT THEY SELL?



NORDIC-C Valo
Arctic Berry Oil-Cocktail



€ 29,90



NORDIC-C Valo
Glow Boost Essence 30ml



€ 29,90



NORDIC HYDRA Lähde

Arctic Dew Quenching Aqua Serum 30ml



€ 26,90







WHAT ARE THE INGREDIENTS?

LUMENE

Q Search





▼ ROW

BEST SELLERS

SKINCARE

MAKEUP

INGREDIENTS

STORY

INSPIRATION

LATEST OFFERS



target

HUGE TARGET:

WOMAN

20-60 YEARS OLD

EAGER TO HAVE NATURAL PRODUCTS

VEGAN

CONSCIOUS

CURIOUS



WHY IT'S WORKS?

MY ANALYSIS: A STRONG MARKETING STRATEGY



INSPIRED, TESTED,
AND SUPPORTED
BY NORTHERN
WOMEN.

They used this competitive advantage, they used the imagination of customer

THE BRAND
REFLECTS THE
IMAGE OF A
SIMPLE COUNTRY,
CLOSE TO NATURE

A country as pure as the products they sell

THE IMPRESSION
THAT THEY MAKE
UP NATURAL
MIRACLE RECIPES

it's a handcrafted brand, they test each ingredient and get the best out of them. 100%
TRANSPARENT
COMMUNICATION
AS THEIR
PRODUCT

A simple communication that reinforces the values of the brand

WHY IMPORT IT IN FRANCE?

GROWTH OF THE
NATURAL AND
RESPONSIBLE EDIBLE
MARKET

- VEGAN BOOM
- PUBLIC AWARENESS
 BEHAVIOURAL CHANGE

PEOPLE WILL TRUST
THIS BRAND BECAUSE IT
REFLECTS THE FINNISH
CULTURE: SIMPLE, PURE
=WE PLAY ON THIS
IMAGINATION IN THE
MINDS OF CONSUMERS.

80

A 100% CONTROLLED
MARKETING STRATEGY
THAT MAKES YOU WANT
TO BUY

DIFFICULTIES ...

THE NATURAL COSMETICS MARKET IN FRANCE HAS A LOT OF COMPETITION

LUMENE IS A BIG BRAND THAT MAKES IT DIFFICULT TO EXPORT.



PREPARATION OF THE EXPORTATION

STRATEGY FOR LUMENE

NO SPECIAL SHOP LUMENE

A SECTION IN THE BEAUTY
STAND OF A DEPARTMENT
STORE OF WIKLUND AND
STOCKMAN

AIRPORT FINAVIA

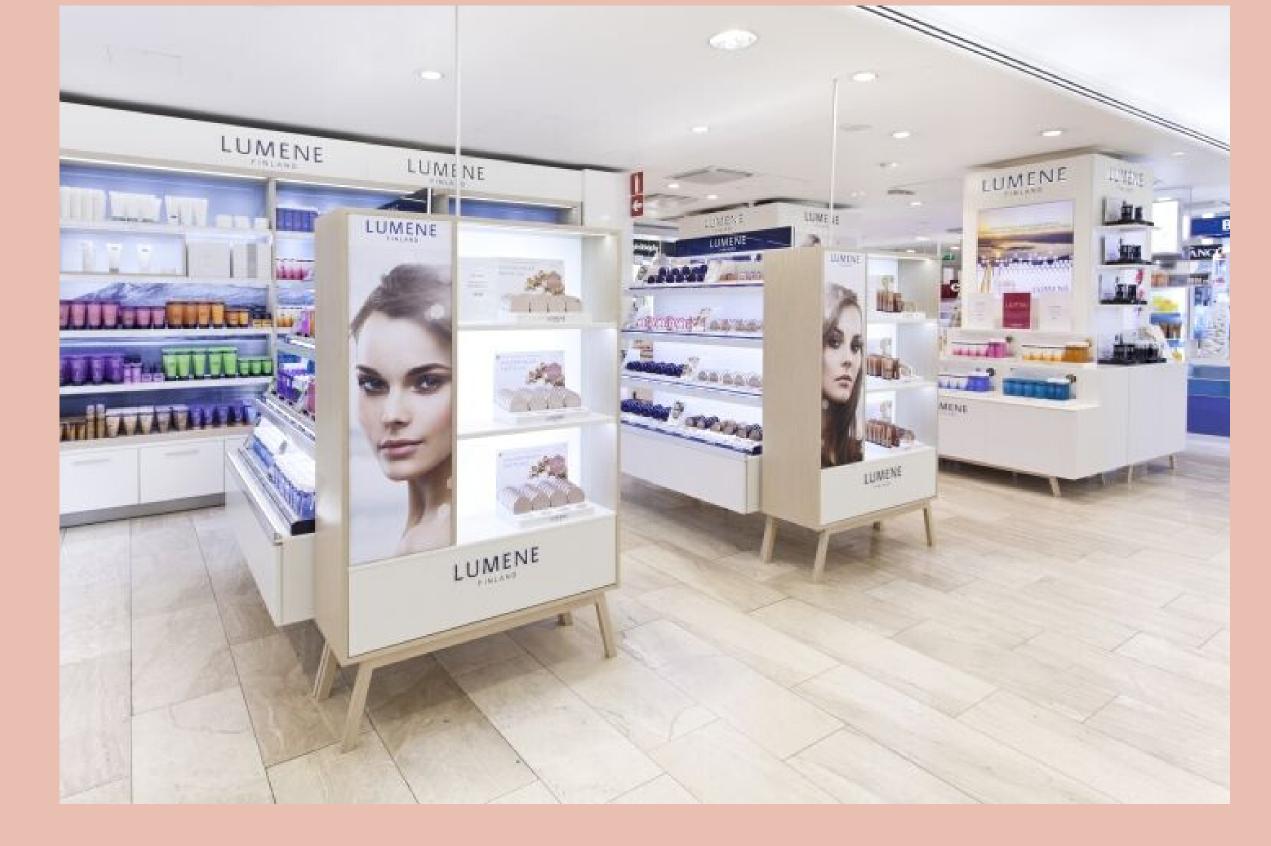


HOW LUMENE IS MARKETED IN FINLAND?

A SECTION IN THE BEAUTY
STAND OF A DEPARTMENT
STORE? MONOPRIX,
GALERIE LAFAYETTE

BEAUTY SHOP ? SEPHORA, NOCIBÉ?

ORGANIC SHOP? LA VIE CLAIRE, SATORIZ



HOW IMPORT IT IN FRANCE?

VEGAN COSMETIC TRENDS



BEAUTY BUSINESS JOURNAL

LATEST NEWS

POPULAR

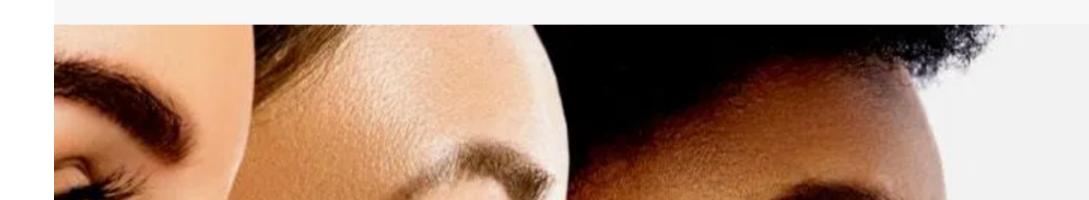
THINK TANK

DIGITAL BUSINESS

THINK TANK

How Are Vegan Trends Shaping the Beauty Industry?

MARCH 11, 2019



SKIN DEEP

Why You Should Care About Vegan Beauty

How a super-niche category got to be so buzzy.





FACE

BODY

INSIDE PATYKA

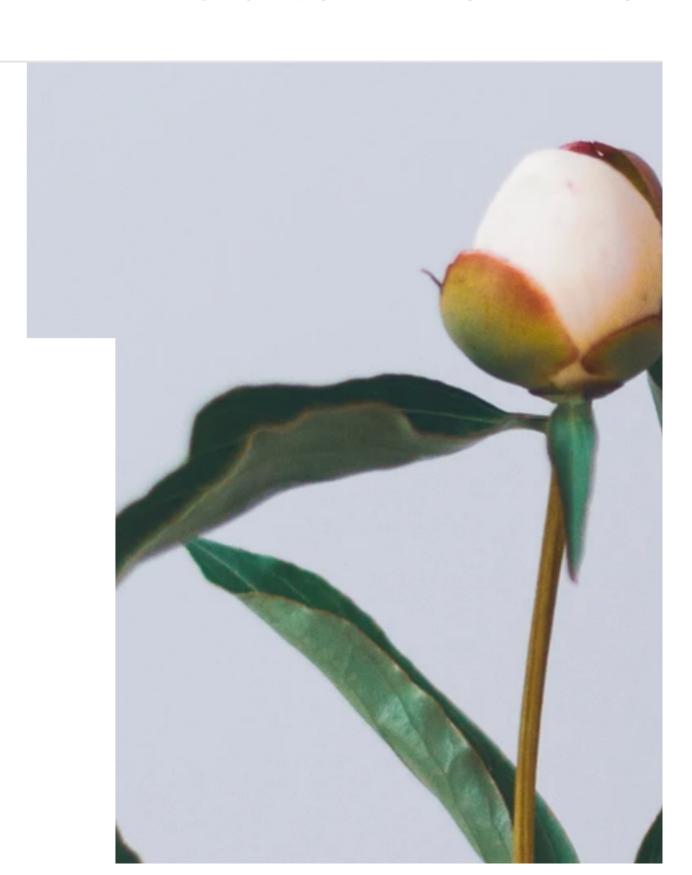
ORGANIC EXPERTISE

ACTI



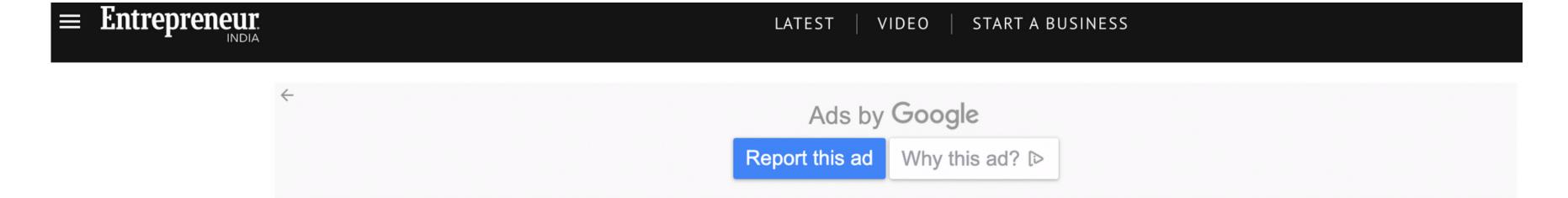
WHY CHOOSE ORGANIC, VEGAN BEAUTY PRODUCTS?

Discover all the tips of PATYKA to take action, and adopt cares organic and vegan without risk of missteps!



VEGAN COSMETICS MARKET - GROWTH, TRENDS, AND FORECASTS (2020 - 2025)

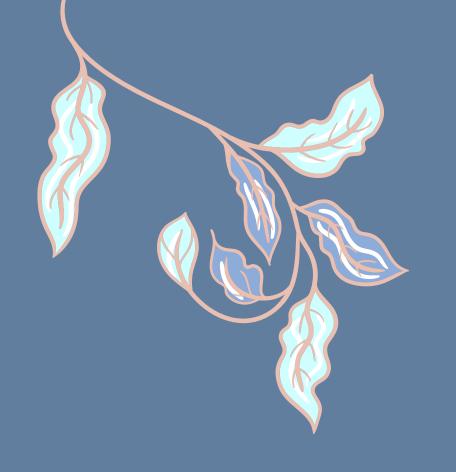
Vegan Cosmetics Market is Segmented by Product Type (Facial Cosmetics, Eye Cosmetic Products, Lip and Nail Make-up Products, Hairstyling, and coloring products); by Distribution Channel (Supermarket/Hypermarket, Convenience Stores, Specialty Stores, Online Retailing, and Others); and by Geography.



VEGANISM

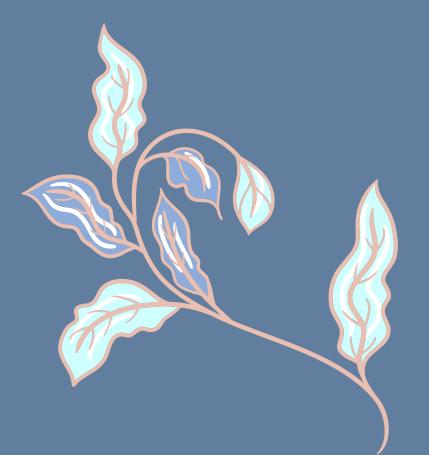
Trends in the Vegan Beauty Industry

The demand for ethical and sustainable living is only expected to rise in the coming times and hence grows the vegan beauty industry



NEXT STEPS

ANALYZE WELL THE TRENDS OF VEGAN COSMECTICS IN FRANCE AND IN THE WORLD: RETAILERS, FIGURES, PLACE ...



THANK YOU FOR YOUR ATTENTION