



Glossier.

You look good.



AGENDA



A

Business mission

B

Kahn's Retail Success Matrix

C

3 Strategic Opportunities





Scent Experiment





Glossier

beauty and cosmetics company





Glossier

females → 83.5%

ages 25-34 → 37%

ages 18-24 → 19.17%



Business Model

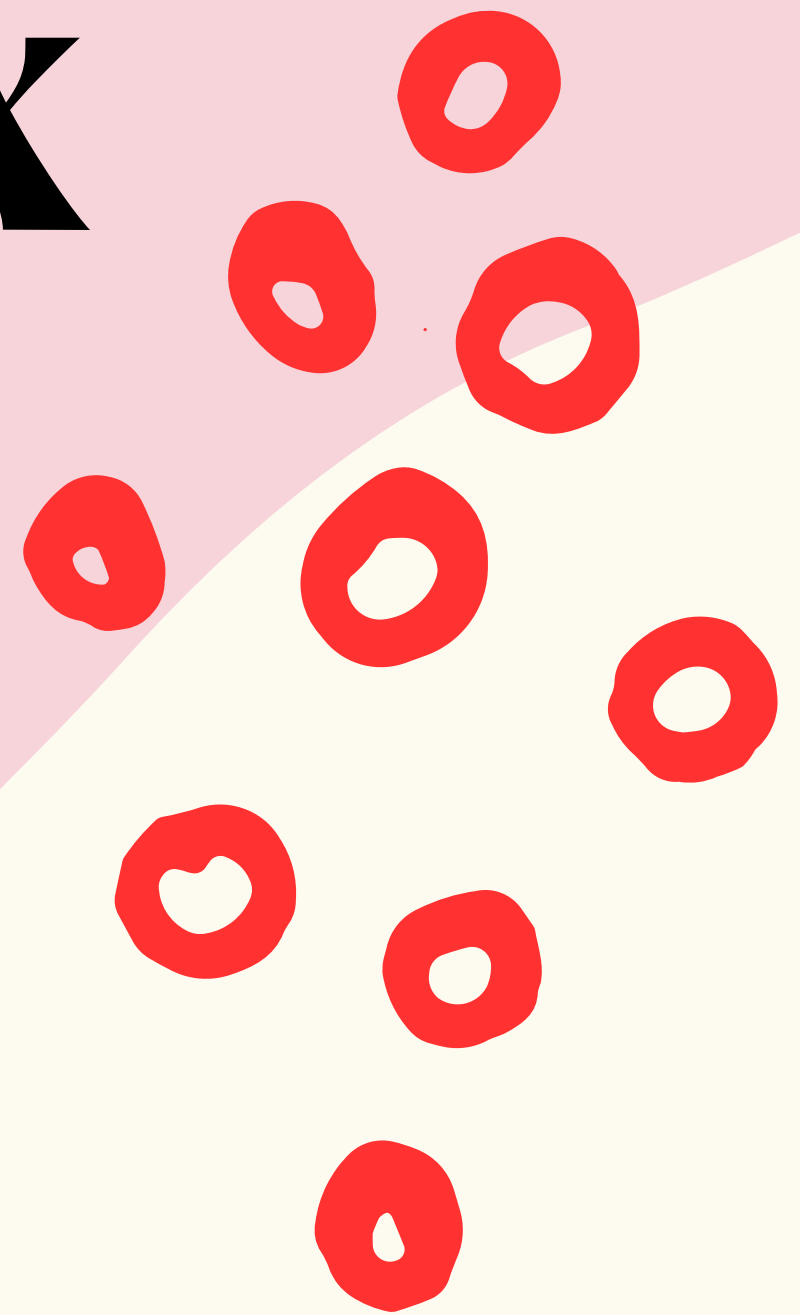
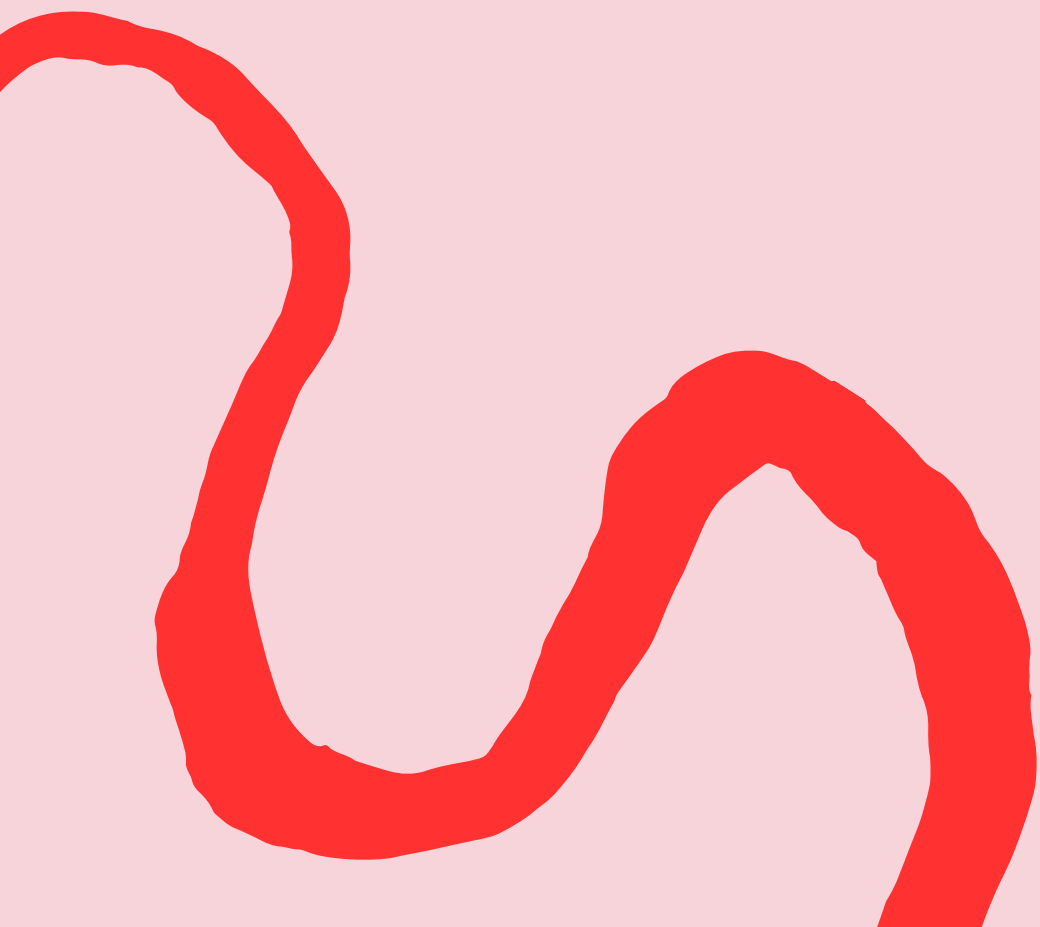
Before we launched Glossier in 2014, we started as ***Into The Gloss***; a beauty website and community devoted to sharing real information with real people, about really amazing products. It's where we realized that beauty shouldn't be built in a boardroom—it should be built by you.



Customer Value Statement

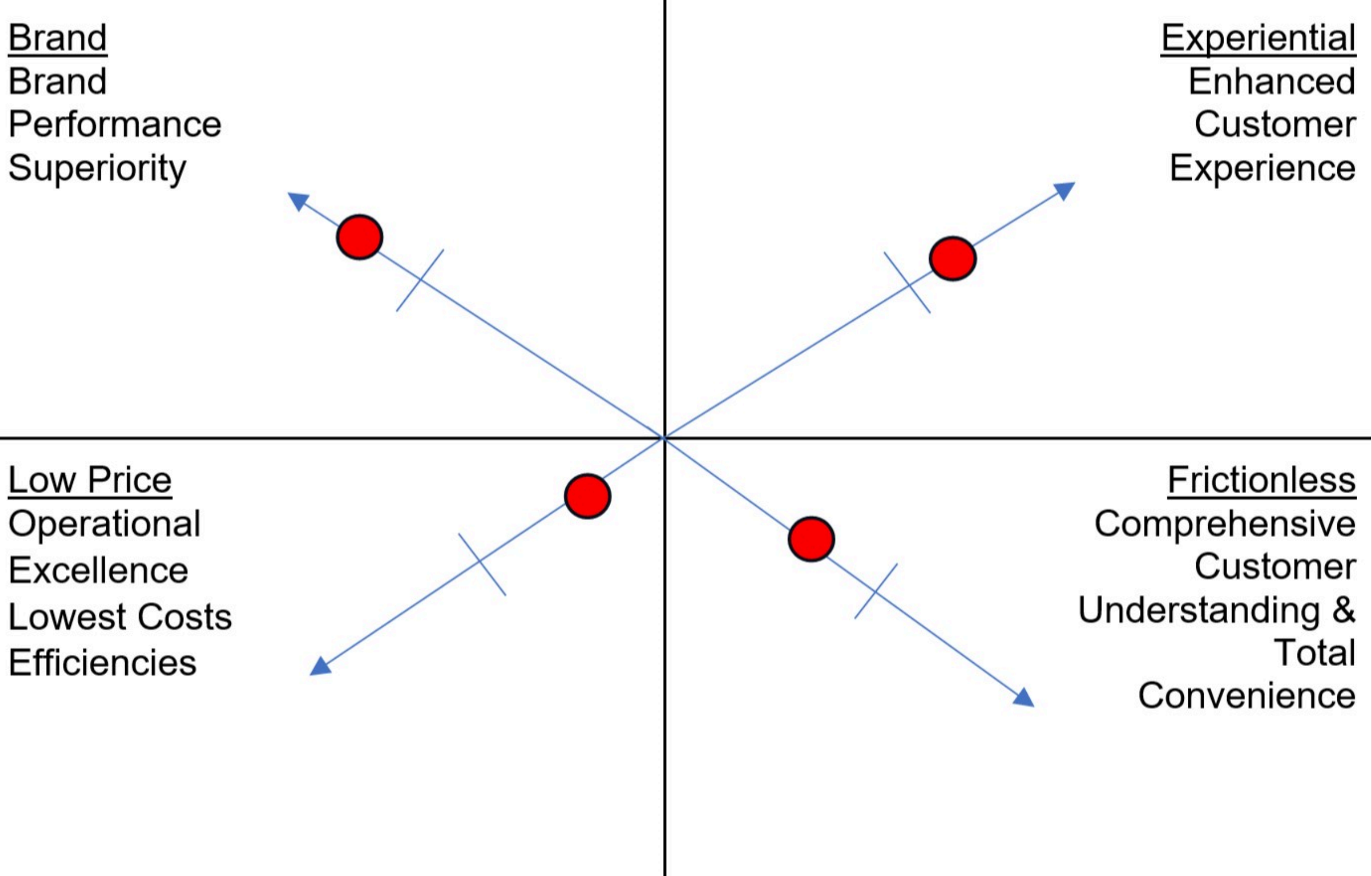
We believe in *thoughtful design* and *cultivating conversations*. It's at the core of everything we do —the starting point of all our makeup, skincare, bodycare, and fragrance products. At Glossier, beauty is about *celebrating freedom of expression, individuality, and having fun*.

Kahn's Retail Success Matrix



Product Benefits

Customer Experience

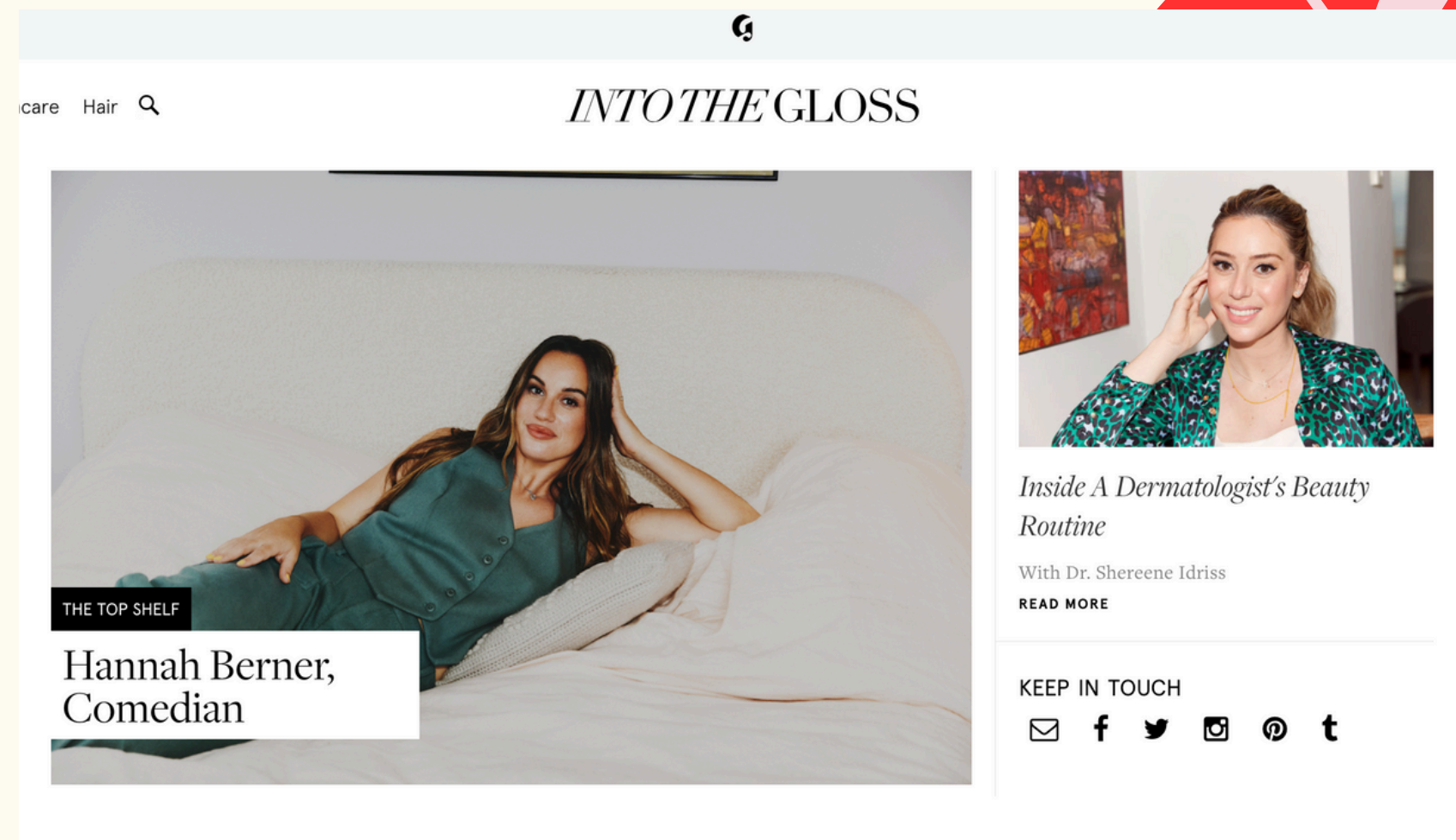


Increase Trust/Pleasure

Eliminate Pain Points

Brand

- *Into the Gloss* blog
- consumers are part of the brand and build community
- social media engagement and interaction



Experiential

- try all the products
- pop up shops
- staff expertise
- flow of the store
- free gifts







Prices

- price matches to high quality competitors
 - blush prices
 - Glossier - \$20
 - Rare Beauty - \$23
 - Kylie Cosmetics - \$20



Frictionless

- *Into the Gloss* blog allows Glossier to understand their consumers wants and needs directly from them
- can create products and selling techniques in order to appeal to their consumers



Brick and Mortar Stores



Minimalistic Store Design

- Design stores like Apple
- Showroom layout
- Help *Glossier* create meaningful relationships
- Photo opportunities
- “Instagrammable”





The Supers: A Movie



Share



Watch on  YouTube

Make Up Tutorials

- Guided make-up tutorials with salespeople
- Creates a more experiential experience for customers in store
- Educates customers on products
- Strengthens brand loyalty through connection with salespeople

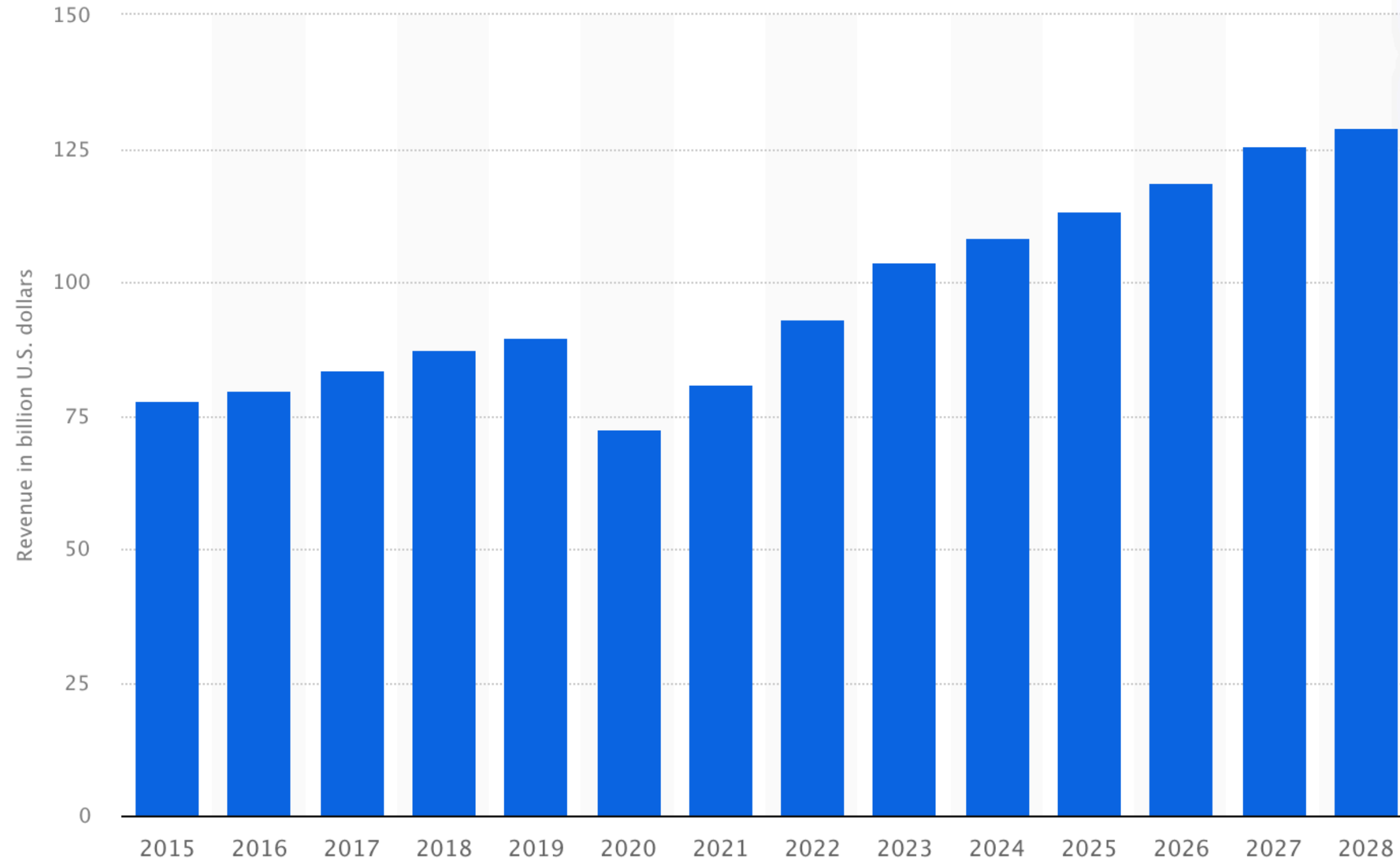




Solve Problem?

- *Glossier* is only found in Atlanta, Boston, Brooklyn, Chicago, DC, London, Los Angeles, Miami, NYC, Philadelphia, and Seattle
 - everyone else must place orders online
- *Glossier* is an experience
 - connects people more closely to the brand
 - bring online brand community in-person

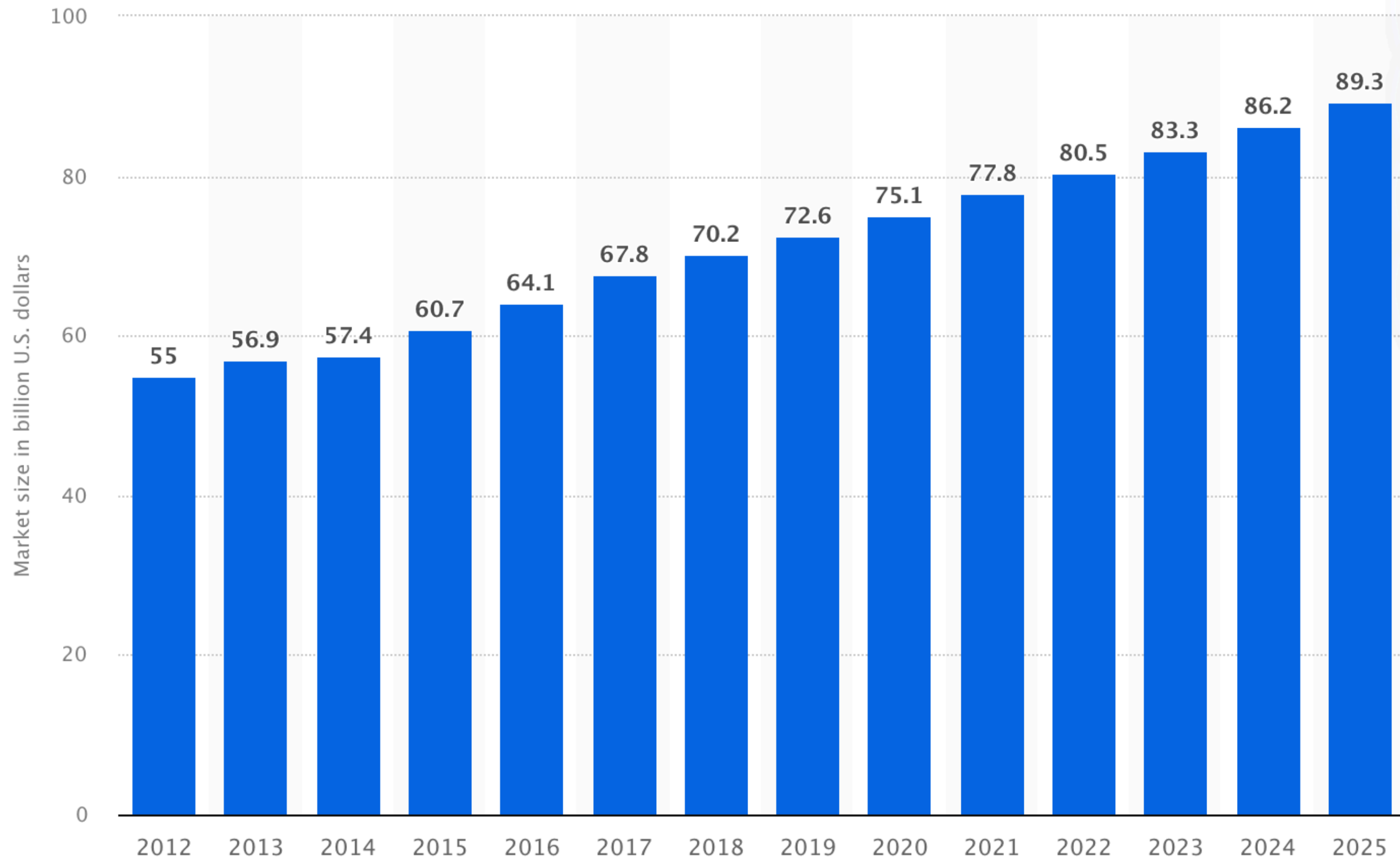
Revenue of Cosmetics Market Worldwide



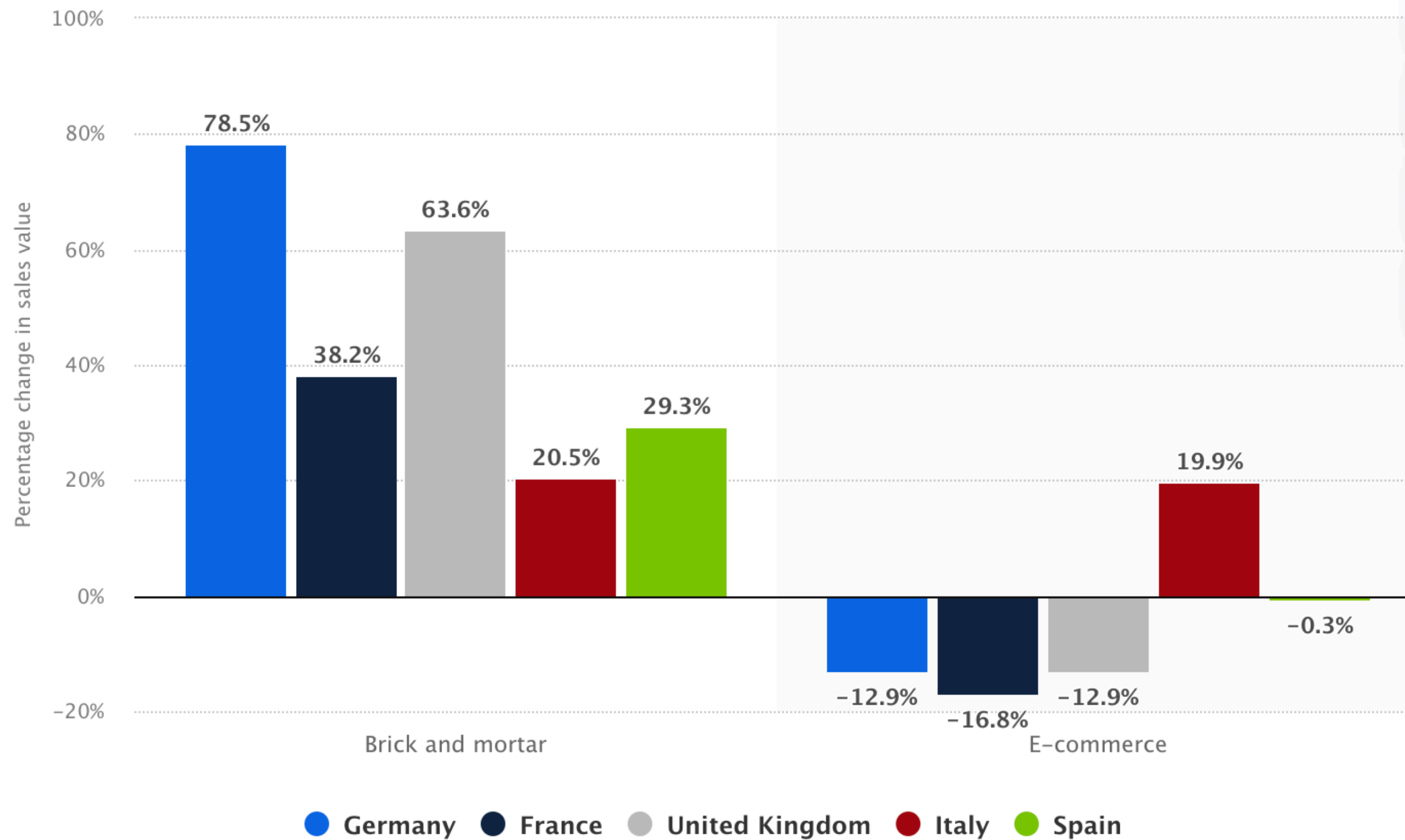
Details: Worldwide; Statista Consumer Market Insights; 2015 to 2028

© Statista 2023

Size of Global Makeup Market from 2012 to 2025



% Change in Sales by Distribution Channel





Skills

- Invest in the aesthetic of the store
- Make-up competent salespeople
- Locate high traffic areas


Digital Strategy



Current Strategy

- *“Enhance your natural beauty”*
- *Perfect skin influencers*
- *Influencers are professional models*
- *Strong focus on products and how they are used*
- *First Brand Ambassadorship with Olivia Rodrigo*





glossier

Follow

Message

+

...

4,963 posts

2.8M followers

3,587 following


Glossier


@glossier


Glossier Inc. is a people-powered beauty ecosystem ✨Skin first, makeup second 🌟🌞 Official Beauty Partner of the @wnba 🏀


gls.sr/shopglossier


Followed by taylor kay_01, nhyagonzalez, cassadysmith + 26 more

Holiday

Stretch

G Suit

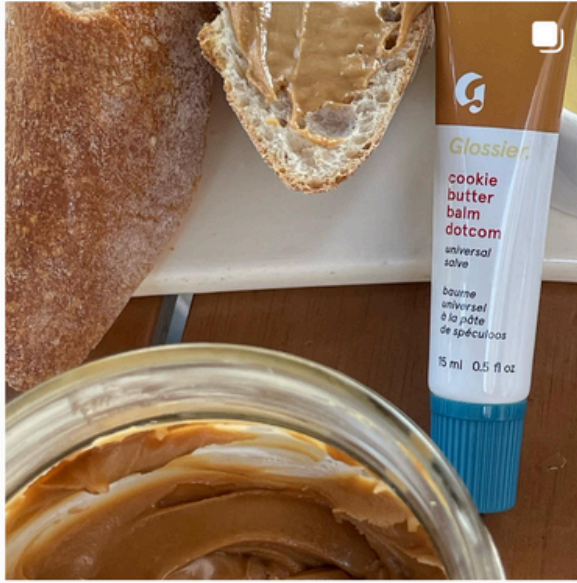


GlossierNYC

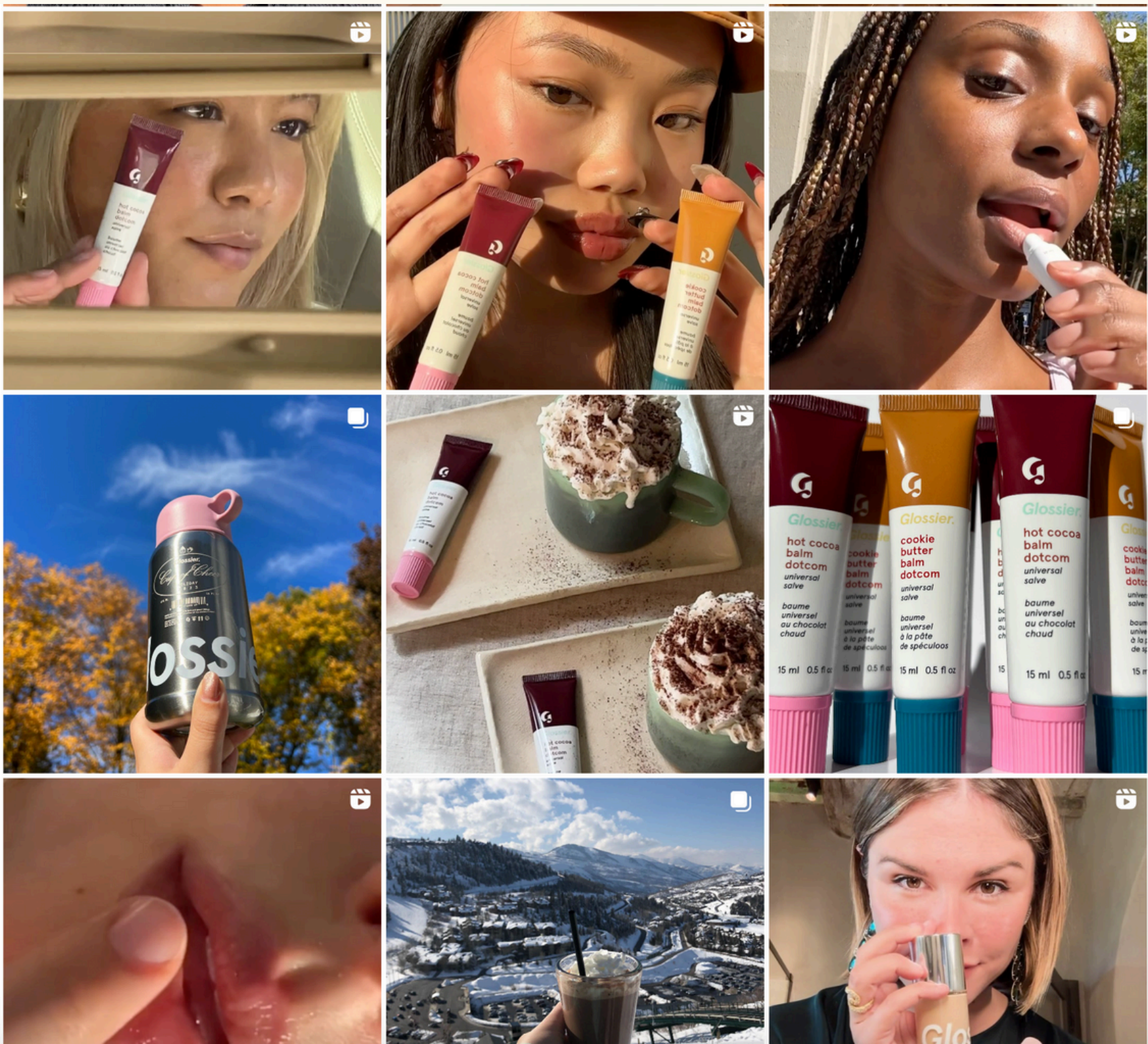
New Balms

POSTS

REELS

TAGGED





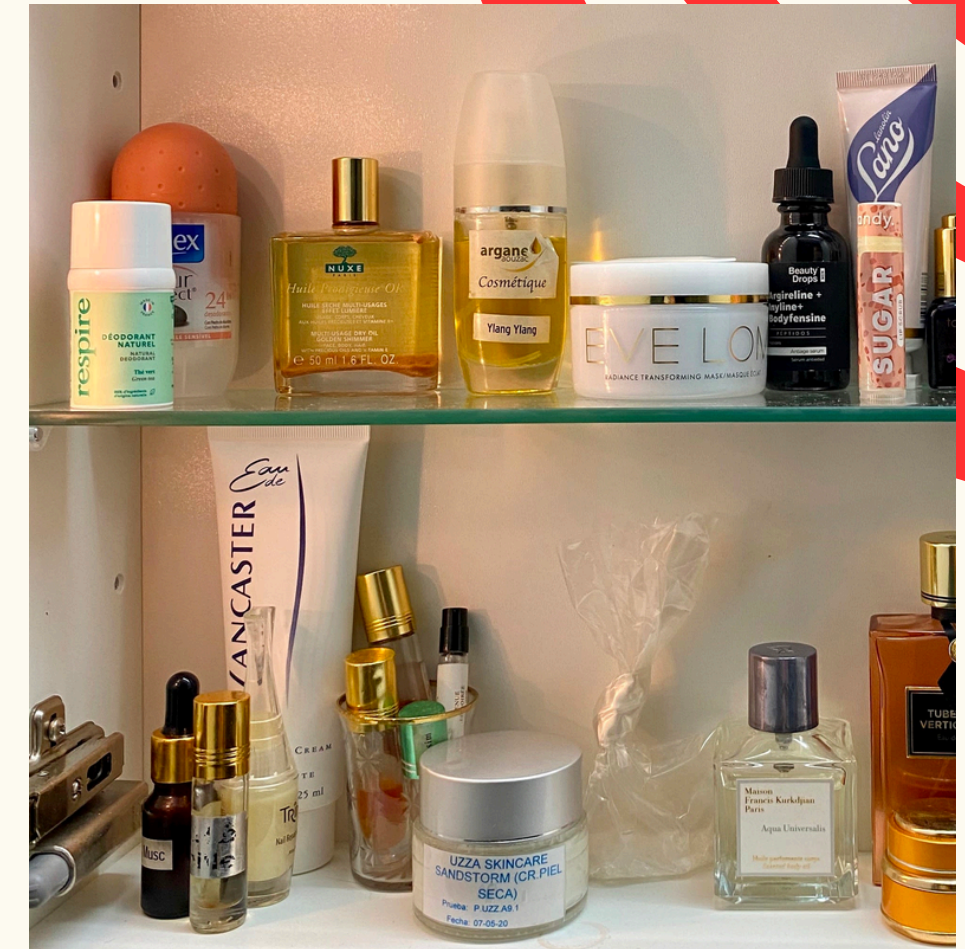
Social Media



**Store
Experience**



**Glossier PH
Perfume**



**Into the Gloss
Community**

Potential Influencers



@jennapalek

620.0K TikTok
Followers



@mrsalbaramos

308K Instagram
Followers



@elirallo

781.2K TikTok
Followers

Into the Gloss Podcast

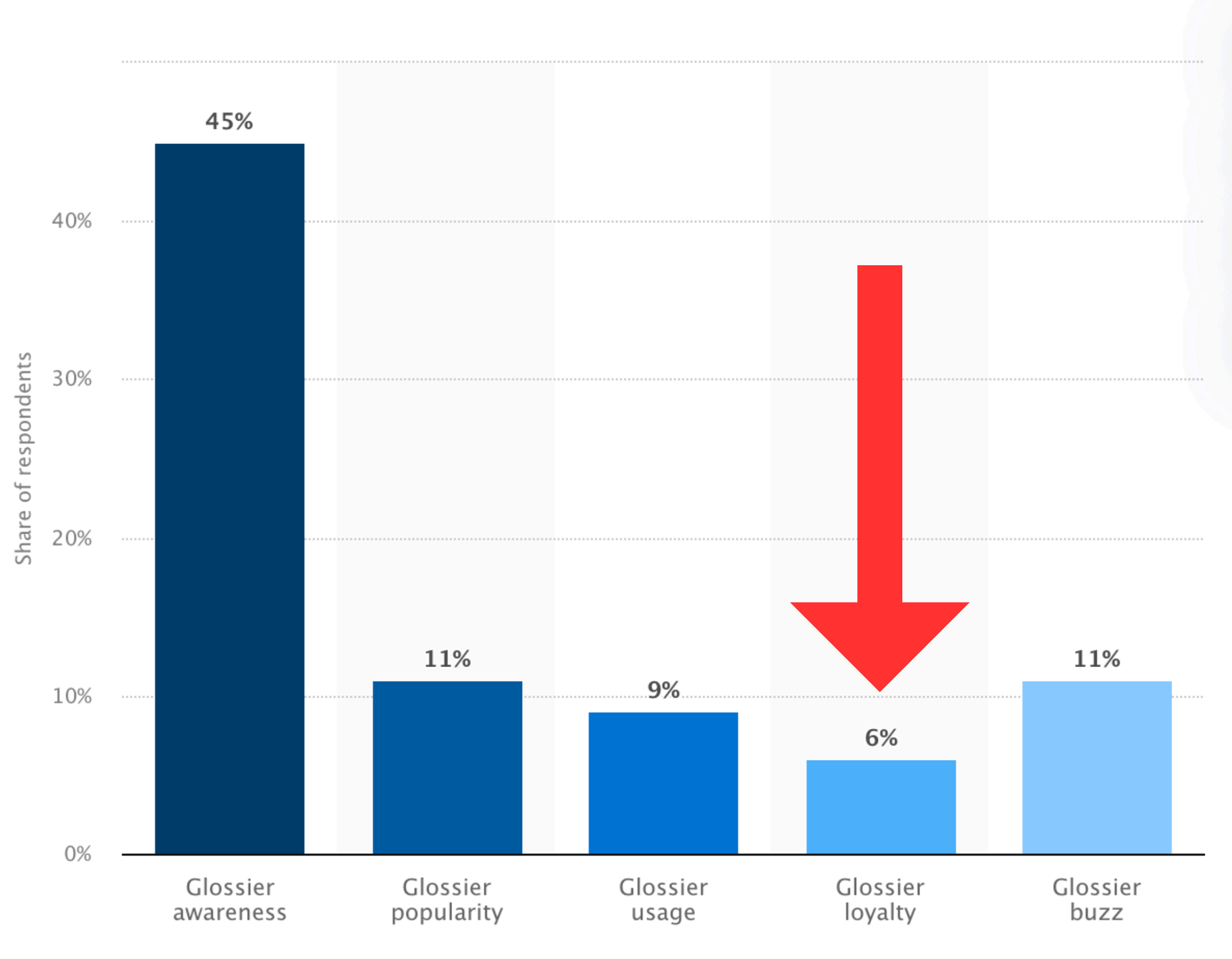
*INTO THE
GLOSS*





Loyalty Rewards Program

Glossier Brand Profile in the United States 2022





Benefits

- fosters personalized brand
- strengthens consumer relationships
 - consumers feel appreciated by *Glossier*
- point system would create cost deals in the long term
- perks throughout the year
 - birthday giveaways
 - early access
- loyalty rewards events

Solve Problems?

- Creates brand loyalty
 - *Glossier* emphasizes their community so this covers the gap of financially supporting their community
 - Pay off in the long run for different customers
 - Customers feel like they are contributing to the prominent *Glossier* community



Market

- Common in the cosmetic industry
- Profits would be generated as the rewards program and point system would drive sales
- Incentivize more frequent purchase and interactions with the brand through “loyalty private events” that sales can also be made at

Skills

- Software to add a loyalty program into the app, website and registers in store
- An appointed employee to be in charge of creating opportunities such
 - birthday rewards, giveaways, deciding how many points= how many dollars off, event planning for “loyalty private events”



Scent Check



Thank you for listening!

Don't hesitate to ask any questions!