

INTRODUCING



SOURCE

A BRAND EXTENSION OF ESTÉE LAUDER'S GENAISSANCE DE LA MER COLLECTION

TEST MARKETS - CANADA, U.K., U.S. - LA MER ONLY SELLS TOPICALS CURRENTLY.

BRAND PHYSIQUE
CURVATURE; NATURAL (ICONIC JAR)

PERSONALITY
MYSTICAL; SOPHISTICATED

RELATIONSHIP MODE
AUTHENTIC ORIGIN STORY-TELLING (LA MER 'LEGEND')

CUSTOMER REFLECTED IMAGE
EXCLUSIVITY; RARITY; GOOD TASTE

SELF-CONCEPT
HARNESS NATURE'S POWER (THE SEA) TO CRAFT A WORK OF ART

CULTURE
OCEAN CONSERVATION; TRUE CRAFT, CARE, AND TIME TAKEN IN PRODUCT DEVELOPMENT

GENAISSANCE DE LA MER™

Accelerated renewal. Ageless transformation. The Genaissance de la Mer collection unveils a new beginning, helping visibly erase signs of time.



- Packaging aligns with La Mer's Genaissance collection.
- \$80-\$100 USD
- Could sell refills at a lower price point in post-consumer recycled packaging or elegant seaweed packaging.
- Could be sold as a kit with the Genaissance night balm and a limited edition sustainable silk sleep mask (possible collaboration opportunity for the mask).

NEW Product Extension
Proposed: 'La Mer Source'
Capsules - Food-grade neutraceutical to aid in the ultimate beauty rest.

SOURCE CAPSULES OPTIMIZE ULTIMATE SKIN RENEWAL THROUGH LA MER'S LEGENDARY MIRACLE BROTH TECHNOLOGY AND THE TRUSTED SCIENCE BEHIND SLEEP.

ULTIMATE SKIN RENEWAL IS NO LONGER ELUSIVE. LA MER TAKES YOU TO THE SOURCE OF TRUE SKIN RENEWAL - SLEEP. MARKETING AS A **NUTRACEUTICAL** [EST GLOBAL MARKET OF \$561.4 USD BY 2023] WITH SAFE, LOW-RISK, SEO-DRIVEN ACTIVE INGREDIENTS: MELATONIN, COLLAGEN, VITAMIN B12, VITAMIN E, SEA KELP, **MIRACLE BROTH ESSENCE**, ADAPTOGENS. 100% EVIDENCE-BASED; PRISTINE INGREDIENTS.

"DERMATOLOGISTS SHOULD ALSO BE AWARE THAT ADEQUATE SLEEP IS NECESSARY FOR OPTIMAL DNA REPAIR ACTIVITY IN THE SKIN" (LYONS ET AL, 2019).

LA MER SOURCE IS POSITIONED AT THE INTERSECTION OF 'BEAUTY AS WELLNESS'; WHEREAS WELLNESS IS A GROWING 1.5 TRILLION USD MARKET AND IS GLOBALLY VALUED.

BEAUTY + WELLNESS = KEY TREND THAT CROSSES GENERATIONS BUT COULD HELP LA MER **BETTER CONNECT WITH A YOUNGER AUDIENCE**. CULTURAL MILIEU PREDICATES CACHE OF SLEEP AS A 'PRESERVATION' DIMENSION OF WELLNESS.

"THE MAJORITY OF CONSUMERS PLANNING TO INCREASE THEIR SPENDING [IN WELLNESS] WAS ESPECIALLY LARGE IN SOME CATEGORIES . . . [INCLUDING] BEAUTY SUPPLEMENTS" (MCKINSEY & COMPANY, 2021).

EXAMPLE BRAND EXTENSION AMBASSADOR - PHOEBE BRIDGERS (SINGER/SONGWRITER)



WHY?

- TO LEVERAGE HER LARGELY GEN Z FOLLOWING (1.4M, INSTAGRAM)
- HISTORY OF LUXURY COLLABORATION (EX: GUCCI)

"I TAKE VITAMIN D. I TAKE PROBIOTICS. I'M A CRAZY VITAMIN PERSON."

-ON HER BEAUTY & WELLNESS ESSENTIALS, WHOWHATWEAR INTERVIEW (MARCH 2021)

1. CONNECT GROWING WELLNESS MARKET TO EVIDENCE-BASED OPPORTUNITIES IN BEAUTY.
2. CAPSULES COULD SERVE AS AN ENTRY-LEVEL PRODUCT FOR NEW LA MER CUSTOMERS.
3. SHARE LA MER BRAND STORY THROUGH A NEW VOICE (BRIDGERS).
4. BRIDGERS COULD DISCUSS HER **CURATION** OF BEAUTY/WELLNESS PRODUCTS INCLUDING LA MER.
5. BRIDGERS COULD SERVE A PURPOSE IF/WHEN ESTÉE LAUDER LAUNCHES A UNIFIED WEBSITE THAT ENCOURAGES MIXING/MATCHING (AKA CURATING) OF THEIR PRODUCTS. (ASSUMPTION: NO CONFLICTS OF INTEREST.)

EXAMPLE COMPETITORS

- AUGUSTINUS BADER
 - DR. BARBARA STURM
 - ONE OCEAN
- (LEFT TO RIGHT)

ONE COULD IMAGINE ADDITIONAL LA MER CONSUMABLES (E.G., COLLAGEN POWDER PACKAGED IN DISSOLVABLE SEAWEED PODS; BEAUTY BITES ENHANCED WITH MIRACLE BROTH, SEA KELP (GROWING TREND IN CHINA AROUND BEAUTY FOODS - EST \$3.7B USD IN 2022.)



"CREATED TO COMPLEMENT THE BRAND'S AWARD-WINNING TOPICALS, THIS INGESTIBLE SKINCARE INNOVATION IS THE FIRST SCIENCE-BACKED BLEND TO SUPPORT THE INTERNAL PILLARS OF A RADIANT COMPLEXION..."



"WE DON'T ALWAYS GET EVERYTHING WE NEED FROM OUR DIET. ... STURM INSIDE ... SKIN HEALTH FROM THE INSIDE-OUT."



"A POWERFUL NUTRICOSMETIC DESIGNED TO COMBAT SKIN AGING FROM THE INSIDE OUT."

LA MER COULD MIRROR THIS TYPE OF PACKING WITH A MORE HIGH-END BOX.

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