

The latest trends



Make-up engineering

Packaging will feature more 'engineering' concepts boasting clever applications and more functionalities or tools for high precision, says Leila Rochet Podvin, founder and ceo of consultancy Cosmetics Inspiration & Creation. Tools or formats that enable precise application are key, confirms Cosmogen marketing director Maud Lelièvre. "Attention to the nails and eyebrows is intensifying and requires applicators that draw with precision," says Lelièvre. Meanwhile, mascara innovation is focusing on clump-free, long-lash definition, and to a lesser extent curl performance, with smaller, more precise brush applicators, while waterproof eyeliners in marker format are a winning category. Innovations from Cosmogen include a felt tip applicator soaked by capillarity, offering soft, focused and precise application. The Brush'n Tint flocked mascara-like applicator also offers hair color, shaping and sealing and is suitable for beard, hair roots, lashes and eyebrows.

Other format innovations include Yonwoo's Dual Dish, an airless jar with two compartments for moisturizer and foundation which can each be pumped separately into a central mixing dish. Make-up brand Trinny London is presented in pots that can be clipped together, creating a portable tailored stack. TréStique (pictured) is designed to simplify using and applying make-up with its refillable twist-on + off tools. There are also opportunities with automatic product refill and Internet of Things concepts, points out Emily Cullen, senior trends analyst at Foresight Factory.

Streamlined and smart

The ongoing quest by consumers to simplify the make-up routine continues to fuel the trend for more versatile and smart products. Technically, improved formulas mean products better suited for multi-purpose uses, confirm manufacturers. Both the Genius Balm (pictured) and Liquid Velvet Paint products from Strand Cosmetics Europe, for example, boast formulas suitable for the lips and cheeks. Art Cosmetics marketing director Luisella Bovera comments: "Multifunctional is still a huge and growing trend. We are seeing more products that are suitable for application to different areas, such as products for cheeks and eyes, or an evolution of traditional lip and cheek products to higher performance items." Foresight Factory's Cullen also highlights the appeal of the 'less is more' approach. "A 'lite' approach could also impact spend on cosmetics. 'Skin-first' brands like Glossier herald a focus on skin not cosmetics for a glowing look—this will appeal to shoppers who both want to cut down on stuff and maximize every purchase," she points out.

Color & care

The popular skincare and make-up cross-over is giving rise to new segments of products. As part of its Color & Care offer, Strand Cosmetics Europe has designed the Lift Aqua Shadow, which it claims sculpts the eye contour, provides an anti-aging action and can be used to define the eyebrows as well as an eyeshadow. The Farsáli brand is positioned as a make-up skincare brand, and features products like the Jelly Beam Illuminator that can be mixed or applied over other products.

"The market and categories are changing and consumers are finding new rituals," says Cosmetics Inspiration & Creation's Rochet Podvin. Innovations also see skin-nutritious food-grade ingredients and dermatological positioning gathering pace in make-up. "Consumers are looking for effective products, with real benefit and claim: the link between skincare and make-up will become more relevant, not only in marketing but in formulation," says Art Cosmetics' Bovera.

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Participative beauty

Participative beauty, a trend stemming from personalization and community trends where consumers partake in product creation, is taking hold on a wider scale. Participative beauty is becoming a more accessible idea of personalization than the bespoke services like Bite Beauty or Etude House's Color Factory, notes Cosmetics Inspiration & Creation's Rochet Podvin. Mixify Beauty, which offers create-your-own cosmetic kits, says it began as a fun alternative to the traditional bachelorette party. German mass beauty brand Essence opened the Maker Shop and a mobile station where consumers can make their own lip glosses, which has been a success, according to Nicole Reichl, head of communication for the Essence brand. Brands like Volition also allow consumers to submit product suggestions and vote for favorites, which eventually get made by the brand, says Foresight Factory's Cullen. "Co-creation can be a great route to buy-in, and if consumers feel more involved in brand decisions, they are more likely to buy, and share. Beauty brands are already beginning to capitalize on this," comments Cullen. Mass customization concepts are also rapidly gaining ground. Essence launched a personalizable Mix Match Your Look palette and My Only 1 lipstick palette where the product can be mixed.



Performance with special effects

Consumers are demanding higher performance with long-lasting 12 hour color hold, a demand that aligns with their busy lifestyle needs, as well as with athleisure, sport and health trends, which are seeing strong growth, says Swallowfield group sales and marketing director Jane Fletcher. Consumers are seeking color that can resist humidity or be used with sun care, or offer protective benefits, for example. Advances in color formulas are also giving rise to new effects with transforming formulas, says Art Cosmetics' Bovera. "Consumers are always seeking the ultimate innovation and that's why the category of transforming texture has grown so fast in the last months. Apart from the change in textures—a trend that started with the traditional cream-to-powder poured products and went through powder-to-cream loose powders—we started to see real transformations and changes in finishes. Lipsticks that turn from metallic to sparkling, or custom lip balms that change their colors in contact with the lips are just a few examples of a growing trend," says Bovera.



Sensorial glossy coverage

As the 'barely there' trend evolves, a focus on sheer coverage with subtle light reflecting and fresh glossy finishes is emerging in all make-up categories. "Lips are moving to a glossy, wet, dewy effect, with soft textures in stylo pack, while foundations are moving to a luminous and fresh finish with high coverage but low-weight textures," says Art Cosmetics' Bovera. "Strobing trends and the 'unicorn' phenomenon are also still growing fast with innovations looking to deliver holographic and light shifting effects. Consumers are demanding product with this 'magic' appeal, but that are easier to wear in everyday life," she says.

Swallowfield's Fletcher foresees more developments around glow products. "We are seeing a growing trend towards products with shimmering finishes and which catch the light, as well as interesting textures that morph, cool or melt on the skin," says Fletcher. ■■■

