



BEAUTY RETAIL TOUR PARIS

FRIDAY 20th OF OCTOBER 2023




COSMETIC360

■ ■ ■ week<sup>®</sup>



PROGRAM  
TOUR OVERVIEW

	<p style="text-align: center;"><b>FRIDAY, OCTOBER 20TH, 2023</b></p> <p style="text-align: center;"><b>*** CONVIVIAL MOMENT ***</b></p> <p>Meet with COSMETIC VALLEY and the expert from MISSIONS MMM for a welcome breakfast.</p> <p>You will be provided with the professional booklet, which includes detailed technical sheets about each visited store, along with a presentation of the day and its highlights, as well as a thematic press review.</p>
AM	<p>Transfer by private vehicle</p> <p style="text-align: center;"><b>PROFESSIONAL VISITS</b></p> <p style="text-align: center;">to the must-visit Beauty Retail spots in Paris and essential retail spaces with a focus on CLEANTECH.</p> <p style="text-align: center;"></p>
LUNCH	<p style="text-align: center;"><b>Lunch organized at an inspiring retail restaurant in Paris and meeting with an innovative project leader.</b></p>



## FOCUS ON BEAUTY AND INNOVATION IN PARIS

In Paris, international brands are testing their **new concepts** and opening **flagship stores**. The capital is an essential destination for retailers.

In **this lab city**, beauty industry players have quickly adapted and are pushing the boundaries of creativity to offer **highly innovative physical concepts**. Brands and retailers in Paris are developing **unique retail designs, committed merchandising, innovative and elegant experiences** to highlight the values of **CLEANBEAUTY**, complementing those of **ORGANIC** and **NATURAL** trends.

The **environmental cause** is at the heart of the concerns of many Parisian customers who prefer retailers, brands, and fragrance, cosmetics, and skincare creators offering responsible products, short-supply chain services, and experiences inspired by **CLEANTECH**. The launch of **hybrid concepts** is meeting great success, as seen with the **bulk distribution** that continues to grow, combining beauty offerings with other sectors like food or cleaning products. These new spaces also heavily rely on integrating **new technologies** and **social media** to enhance the customer experience.

The **Digitally Native Vertical Brands (DNVB)** are entering the physical market and reshaping the landscape with original concepts characterized by **powerful brand identity** and **inspiring retail designs**

### Consumers are becoming more and more demanding

In this context, **the ultra-connected consumer** is increasingly using their smartphone to make purchases, search for information (available stocks, trends...), confirm their desire to buy, compare, reserve, and manage the pickup or delivery of their items. Paradoxically, **a return to naturalness** is taking place, and consumers are now more inclined to make conscious purchases from a brand that aligns with their personal beliefs, while **still being eager for new experiences and convenience**.

This poses a **real challenge** for retailers in the sector.



## MARKET TRENDS

By the end of 2022, 31.3% of French consumers stated that they had purchased at least one cosmetic product online, making the beauty sector the **4th largest e-commerce market** in terms of the number of buyers.

Source: LSA Conso survey.

**Beauty Digital Native Vertical Brands (DNVBs)** have **transformed the physical commerce** of the sector by focusing their strategy on **community engagement** through the use of data. As a result, they have created **flagship stores with distinctive identities**, highly **"Instagramable"** retail designs, and a wide range of **phygital services**.

Source: Fabernovel Consulting

The Organic Beauty and Wellbeing Market report reveals that **nearly half (48%) of consumers in 2023 are now more concerned about the environment** than before the pandemic, and **55% are more likely to purchase environmentally-friendly products**.

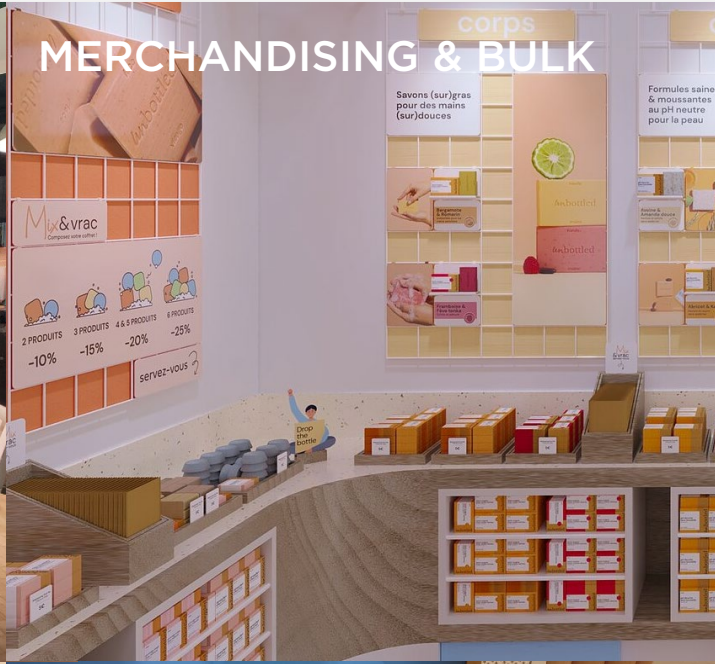
In line with the current transformation of the cosmetics industry, **ingredients related to the clean beauty trend** take center stage this year. With an announced **average annual growth rate (CAGR) of 40.1%**, the global clean beauty market is projected to reach **\$37.65 billion by 2028**, according to Research & Markets.



HOT TOPICS



CLEAN BEAUTY INGREDIENTS



MERCHANDISING & BULK



CLEANTECH PRODUCTS



EXPERIENCE



PERSONALISATION



RETAIL DESIGN



KEY MOMENTS  
OF THE TOUR

BENCHMARK OF  
INNOVATIVE CONCEPTS:  
BRANDS, SUPPLIERS AND  
SERVICES

INSPIRATIONS,  
CREATIVE BOOST AND  
BRAINSTORMING

« SHOPPER » BEHAVIOR  
AND CUSTOMERS  
EXPERIENCE IN STORES

TRENDS AND BRANDS'  
DECODING IN STORE  
WITH A MISSIONS MMM  
RETAIL EXPERT

COMMENTED VISITS  
GUIDED BY MEMBERS OF  
THE BRAND OR STORE  
MANAGERS

MEETING WITH LEADERS  
OF DISRUPTIVE PROJECTS  
AND PROBLEM SOLVERS





## RATES

→ Base on a minimum of 12 participants

If the group is less than 12 participants, we reserve the right to readjust the prices.

Prices are based on rates and taxes as of 26.07.23 and are likely to change.

**Price per person ½ day: ..... 290 € excl. VAT**

### The rate includes:

- The convivial moment in a dedicated area
- The lunch in a partner restaurant (2 courses, water and coffee)
- Transportation in a private vehicle for the half day visits
- The selection of the locations to be visited
- Logistical organization and management of the tour
- The timing, the organization of the visits and the making of appointments in the stores (subject to availability and agreement of the professionals)
- Accompaniment, translation and interpretation at the point of sale by a member of the MMM Retail Innovation team
- The establishment of a professional roadbook with detailed technical sheets on each of the stores and brands visited, as well as a thematic press review
- The research trip of the MMM experts

### The rate does not include:

- Drinks during lunch and personal expenses
- Insurances (cancellation, luggage, life, health, repatriation)
- Readjustment of taxes on the day of invoicing
- All the services that are not mentioned in the section « The rate includes ».

## GENERAL TERMS AND CONDITIONS

### **PAYMENT:**

**ON CONFIRMATION: PAYMENT OF 80% OF THE SERVICES**

>> We confirm and book the services after receiving your payment.

**>> PAYMENT MUST BE RECEIVED AT LEAST 2 WEEKS BEFORE DEPARTURE**

(MMM must pay in advance for air and road transport, hotels, etc)

Our prices are based on tariffs, exchange rates and taxes as of July 26th of 2023 and are subject to change.

### **UNINSURED CANCELLATION - COSTS INCURRED:**

The existence of numerous contacts and the payment deadlines imposed by them on the organizers of the innovation tour justify the collection of cancellation fees, which are all the more important the closer the departure date is.

- Upon confirmation .....80% of the total amount of the retail tour
- From 20<sup>th</sup> of August to 20<sup>th</sup> of September, 2023.....90% of the total amount of the retail tour
- From 21<sup>th</sup> of September, 2023.....100% of the total amount of the retail tour

Any amount due to MMM cannot be carried over to a future trip. Consult your own insurance company (or April International or Mondial Assistance...) if you wish to insure yourself against the risk of cancellation (specifying the above costs), as well as for the costs of illness and repatriation.

### **CONDITIONS:**

General terms and conditions are the ones adopted by IATA.

Transportation, hotel and restaurant bookings are made in advance and they involve financial commitment. No refund can be made for uncompleted tours or unused services in case of a cancellation made by the client.

### **DOCUMENTATION:**

- Upon confirmation of the innovation tour and payment of the deposit : sending a confirmation of registration with formalities and practical information.
- About 10 days before departure : sending of an invitation by email.
- The day of departure : Delivery of a folder containing the timed itinerary, a road book on the shops & shopping centres visited, including a press review, as well as, if necessary, a cultural book on the country and city visited.

### **MMM LIABILITY:**

We want to remind you that the company France Conventions - MMM cannot be held responsible for consequences, circumstances and following events : natural risks, civil or foreign wars, government actions, terrorism, disasters, riots and mass movements, strikes, hostage takings, use of weapons, health hazards, bad weather.

France Conventions - MMM cannot be held responsible for:

- Invalid ID
- Denial of visa and other formalities in indicated delay (embassies and visa organism never guarantee delays)
- The (legal) practice of overbooking by airlines
- (<http://www.easydroit.fr/droit-de-la-consommation/voyages/vol-aerien/surbooking.htm>)
- Denial of health and other documents required by the regulation in force

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**CLEANTECH RETAIL TOUR PARIS**  
**Friday, 20th of October 2023**

To be returned by mail: [mlasmer@missions-mmm.com](mailto:mlasmer@missions-mmm.com)  
Or by post: France Conventions MMM, 55 avenue Kleber, 75116 Paris, France  
Before 01/10/2023, with a legible copy of your valid passport

REGISTRATION FORM

**GENERAL INFORMATION**

NAME : ..... FIRST NAME : .....  
NAME : ..... FIRST NAME : .....  
COMPANY'S NAME : .....  
ADDRESS - POSTCODE - CITY : .....  
VAT NUMBER : ..... FUNCTION : .....  
COMPANY'S PHONE : ..... CELL PHONE NUMBER : .....  
EMAIL (**mandatory**) : .....  
IF DIETARY CONSTRAINTS : .....  
Do you agree to be added to the WhatsApp group including the store tour participants :  Yes  No

**Registered at the CLEANTECH RETAIL TOUR in Paris on the 20th of October 2023 :**

Price per person for ½ day : ..... **290 € excl. VAT**

**MODE OF PAYMENT**

Your registration will be confirmed upon receipt of your payment in full

By credit card

We charge a bank fee of 0.80% of the amount paid.

- Visa  
 Mastercard

N° : ..... Exp : ..... Security code : .....

*The payment by credit card allows you to benefit from the insurance of your bank (conditions to see with your bank).*

By bank check

payable to France Conventions (to be attached to this form)

By bank transfer

Any costs are to be paid by the debtor

Bank Code : 30066 - Branch code : 10912 - Account Number 00020067201 - Check digits : 16 - bank domiciliation : CIC PARIS SUD ENTREPRISES

IBAN : FR76 - 3006 -6109 - 1200 - 0200 - 6720 - 116 - BIC : CMCIFRPP

**GENERAL TERMS AND CONDITIONS OF SALE**

**CANCELLATION CONDITIONS**

- Upon confirmation.....80% of the total amount of the trip
- From august, 19th to september,19th, 2023.....90% of the total amount of the trip
- From september, 20th, 2023.....100% of the total amount of the trip

I acknowledge having read the prices and general conditions of sale.

Date :

Signature / Stamp :





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