



col·labo
COLOR · CREATE · COMMUNITY

SALLY BEAUTY

However, the explosive growth in colour cosmetics had left their limited range of makeup brands behind. They needed a fresh, modern makeup offering that could appeal to existing customers while also attracting a younger, beauty-savvy shopper.

THE IDEA

What if social influence could be used to develop a makeup brand? This was the thinking behind COL-LAB - and it led to a beauty revolution. Within a year, MAESA had created, designed, manufactured and shipped over 200 of the brand's SKUs.

THE PRODUCT

Developed by eight nationwide beauty influencers, each with their own signature style, COL-LAB is the disruptively authentic voice of beauty today. Together with Maesa, they created a complete makeup line across colour cosmetics, makeup brushes and removers, all tried and tested by the collective.

They then built expectation, by sharing the COL-LAB story across YouTube and Instagram through 'behind the scenes' footage of its development journey. Soon, a captive audience of over 4 million were ready to try the products for themselves

SALLY BEAUTY SUPPLY IS A US-BASED INTERNATIONAL RETAILER OF BEAUTY PRODUCTS WITH OVER 4,000 STORES SELLING TO CONSUMERS AND PROFESSIONALS ALIKE

maesa

THE PROMOTION

COL-LAB launched just ahead of the holiday season in October 2017 with a 4ft display wall and limited edition holiday gift sets. Alongside the reach and power of our influencers, the brand also tapped into one of Sally's strongest assets: its network of 13,000 sales associates.

COL-LAB education packs with training materials and product samples had been sent out to all stores ahead of the launch. Sales competitions excited and engaged staff, while key stores hosted 'meet ups' for influencers and their fans to create a strong regional buzz.

From product sampling, window posters and consumer promotions to e-mail marketing and press outreach, COL-LAB messaging was visible across every consumer touch point.

Recent limited edition launches, such as Fairy Nudes, Virtual Glow face palettes and a capsule collection of 8 matte liquid lip colours, designed by our influencers, have kept the assortment fresh and exciting.



CONSUMER TOUCH POINTS

PRODUCT SAMPLING
WINDOW POSTERS
CONSUMER PROMOTIONS
EMAIL MARKETING
PRESS OUTREACH



"WHAT IF SOCIAL INFLUENCE COULD BE USED TO DEVELOP A MAKEUP BRAND?"



NEW INNOVATIONS

GLITTER AND GO PIGMENT POTS
MATT ADDICTION LIQUID LIP COLOUR
THE FILTER HIGHLIGHTING LIQUID

RESULTS

Other brands have partnered and created collections with influencers, but COL-LAB disrupted everything. Here was an authentic brand created from scratch by a collective of passionate, creative and inspiring beauty addicts. With creativity and diversity at its core, it was just what women had been looking for.

From day one, sales exceeded expectations. Since then, additional secondary placements plus an expanded assortment have been confirmed.

COL-LAB has invigorated Sally's cosmetics department. The company now has a complete makeup assortment across all categories, along with new innovations such as Glitter & Go Pigment Pots for both Lips and Eyes, Matte Addiction Liquid Lip Color and The Filter Highlighting Liquid.

Packaged in sophisticated soft-touch black with crisp white branding, the range offers department store brand performance at an accessible price - and this is just the start. The COL-LAB brand platform could potentially embrace additional categories, building a unique new beauty umbrella brand powered by the social community.



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We are engineering beauty