



The Idea

Douglas is one of Europe's leading high-end beauty retailers with over 2,400 stores in nineteen countries. In 2014, it acquired the French perfumery chain, Nocibé.

Since 2006, Nocibé has sold a successful bath and body line with a traditional 'gourmand' style of its own: Les Délices. Maesa was briefed to update the look of this iconic range - retaining the 'gourmet' concept while introducing a new and ownable, custom-made packaging style.

The Product

Les Délices consists of a core range featuring four sweet gourmand scents across twelve individual products that range in price from €1.90 to €9.95. Each range also does a special promotion three times a year with limited editions, including new scents and gift sets, for Mother's Day, summer and Christmas.

Those limited editions explore gourmet scents and imagery, from the candy bar to the cocktail party. They also interpret the latest hot trends, but in a nostalgic sweet way, as evidenced by the Mermaid edition. Each gift set goes on sale for between €14.95 and €34.95.



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Results

The updated Les Délices range is exclusive to No-cibé and Douglas stores. Initially sold in around 500 French stores, it is now available across 2,000 Douglas stores.

Following its re-launch in 2013, sales volumes multiplied six times over. Since 2015, the range has seen double-digit growth for two consecutive years.



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We are engineering beauty