

Together, we built a cosmetics and scent collection that even the most discerning beauty consumers would love.



## The Idea

Formed in 1975, Charlotte Russe is a leading U.S. fashion retail chain operating over 560 stores in 46 states, and mainly targeting young women. They partnered with Maesa to create a new cosmetics offering, rebrand their fragrance and launch a private label: Charlotte by Charlotte Russe Beauty.

Together, we built a cosmetic and scent collection that even the most discerning beauty consumers would love.



# The Products

The millennial-targeted cosmetics collection features prestige formulas, high-pigmented colour and long-wear claims. It comprises 19 gorgeous products in 65 flattering colours across eyes, lips and face, along with micellar water beauty wipes and gel nail polish – all in highly Instagrammable packaging.

For the fragrance collection, we brought in top global perfumers to modernise and elevate the olfactive character of each scent. The original spirit and signature were retained but with better quality ingredients for a richer, more complex and longer-lasting experience. We also re-engineered the bottles: increasing glass weight and refining the design aesthetic.

The eau de toilettes now offer a chic scent experience, while the body mists provide a lighter option for body and hair.



## In addition,

three new scents were developed to elevate and enhance the existing assortment.

## Refuge Luxe Platinum:

a sophisticated, chic oriental gourmand enriched with notes of velvet plum, dewy violet and patchouli.

## Delightful:

a sparkling and effervescent citrus floral bursting with notes of fresh clementine, sparkling pear and magnolia petals.

## Charlotte:

feminine and flirty, this elegant floral is wrapped in fresh raspberries, delicate rose, and golden amber.

The millennial-targeted cosmetics comprises of

**19 gorgeous products**

**65 flattering colours**

## Results

The new makeup line is both premium and good value. This is beauty simplified: travel-friendly, easy to apply and consistent with Charlotte Russe's 'try before you buy' signature style.

The new fragrance now includes the improved Refuge line, along with Delightful at the same MSRP and Charlotte by Charlotte Russe at a higher price point.