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**THE MICHAEL PAGE RETAIL
OWN BRAND RANGE/
PRODUCT OF THE YEAR**
ORACLE
RetailWeek
★ **AWARDS 2015**
Winner – Primark

Primark pushes into beauty with consummate style



Within seven months of entering the beauty market, Primark's own brand, PS Beauty, was flying off the shelves. In an arena dominated by FMCG companies and luxury beauty specialists, the sale of millions of units in such a short space of time is an extraordinary achievement.

One of the judges observed: "Beauty is a very hard market and it's basically tied up between the FMCG companies, supermarkets and Boots, then the luxury cosmetics companies."

"Primark deserves the award for being a very clever retailer. It's channel busting, rather than just being another own brand."

Primark decided to develop the label on the back of the popularity of branded health and beauty products sold in its stores.

The range focuses on make-up, skincare and accessories and runs the gamut from on-trend feathered fake eyelashes through to 3D manicure kits and everyday necessities such as sunscreen, which sit firmly within the retailer's proposition of offering "amazing fashion at amazing prices".

Packaging design was key. The retailer

worked with design consultancy Burst to develop packaging and art direction, featuring eye-catching Pop Art style that looked more upscale than the price range of £1-£2.50 a product might indicate.

One judge described the line as "category killing", adding that it fits perfectly into what Primark does.

"It is really nicely executed, it has beautiful

packaging for something that is so low-priced. I think it will be enormously successful."

The judges were also impressed by the work involved in developing own-label beauty. "With all the legislation around beauty and all the formulas they would have needed to develop, it wasn't something that was done easily," observed one.

In its entry, Primark described how it worked with suppliers and developers to make sure PS Beauty was not only fit for purpose but that it was price-competitive while also delivering great quality.

The existing offer is only the beginning. Primark is confident that its success highlights significant growth potential and its ability to tap into a new markets.

While even the name, PS, suggests that Primark expects customers to buy the line as an add-on to their fashion purchases, one judge emphasised that "beauty is a huge footfall driver, and if you can create loyalty as a beauty retailer it's an incredible advantage".

According to Verdict, the UK cosmetics market is forecast to grow 27.3% in the five years to 2020, up from 15.8% in the previous five-year period, marking this a clear growth area.

All eyes will be on Primark as it continues to develop this nascent brand. **PETAH MARIAN**

Michael Page Retail

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