

## Questions to help develop the trend statement

### 1. What are currently the most exciting trends in the field of colour cosmetics?

Because of the economic crisis, we are witnessing a return to the essentials, to a sort of simplicity. This is a strong trend that shows a rejection of fast consumerism and a desire to « slow down », to simplify, to take time out for reflection. To sum up: consuming less but better.

This comes through very clearly in color trends: we've seen a strong comeback of classical colors, colors with a timeless appeal, reassuring colors because they never truly go out of fashion.

Cosmetic houses are choosing to play it safe. This has resulted in an explosion of real reds for lips and black for eyes (mascara and eye shadow). The success of nudes also confirms the need for simplicity.

In contrast to this trend, a strong need for positivity, a desire to brighten the day-to-day, has brought forward a more optimistic trend of bright, pop and happy colors with a fresh twist. As seen at the Nina Ricci, Carolina Herrera and Derek Lam shows, bright pink, traditionally for lips and cheeks only, will be an important color for eyes this coming summer season.

A more recent development sees the palette of blues growing in importance, almost stealing the limelight from black. And the range is very broad: from washed out natural blues to the darkest indigos and midnight blues, without forgetting the more chemical and electric blues or ultra violet as seen at the Jean-Paul Gaultier and Cavalli fashion shows.

For lips bright, acidic oranges and tangerines are taking over from pinks, as per the Marc Jacobs and Jaeger shows.

More than ever though, the focus is on nails: nail varnish is becoming a veritable fashion accessory! Less expensive, more playful, allowing the full expression of all trends and livening up the classical wardrobe: either assorted to or contrasting the look with taupe greys or intense brights... The success of limited edition nail varnishes such as those by Chanel and Dior (sold out within the first week) shows that women are more daring in their approach and that color for nails is no longer reserved for the younger markets only.

### 2. In what product categories do you see most potential for innovation?

Mascara is becoming more technologically advanced and high performance, both in terms of texture and ingredients (lengthening, strengthening, thickening), as well as in the packaging.

The most important trend in terms of innovation is the progressive fusion of make-up and skincare, in particular anti-ageing or radiant effect. Sampar describes their latest skincare product, Glamour spot (which is a foundation, a corrector and a treatment rolled into one), as being cosmameup: "the effect of make-up with the simplicity of skincare". At Deborah Milano they are breaking new ground in "neuro cosmetics" with Euphoric Shine: a gloss which has a positive effect on emotional well-being thanks to the happiness molecule called Euphoryl™-3.

Another interesting development is products that can be adapted to our changing needs. Mascara which is adjustable in intensity for either a more natural or more extravagant effect; gold eye shadow that can be either light and subtle or more pronounced. These products are "adjustable" and as such we can obtain the desired effect for day/night make-up without having to make multiple purchases.

### 3. What colours will be dominating colour cosmetics of the future?

The nude palette continues to be important and is expanding with new colors, effects and sheens. Examples of colors: golden beige (more sophisticated), pinkish beige (plumping effect) or orangey beige for a healthy complexion effect. We talk of Nude "Up".

*Trend statement: The future of colour cosmetics/ Trend Statement: Die Zukunft der dekorativen Kosmetik by Lucille Gauthier-Braud, stylist at Peclers Paris*

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Metallics: silver and gold take new directions with subtler, softer effects, more discreetly precious, less bling bling. Patinas, oxidized and worn effects were seen in the Prada show by Pat McGrath as well as Mac for Rodarte. Take note: metallics are to be combined with neutrals such as beige.

#### **4. What kind of textures or pigments will dominate colour cosmetics of the future**

Plant pigments:

Natural pigments are very important, especially those obtained directly from a natural source: for example By Terry obtains pigments by micronising rose petals. This results in full radiant effects, exceptional and unique colors with an extremely rich palette ranging from the most natural to the most intense colors. With the RAW color project, Christophe Brach and Daniera Ter Haar transform plants into ink for printing. We project that this concept will be adapted to cosmetics and to products for lips in particular.

Double effect pigments: color and care

Mother-of-pearl not only adds radiance to the skin, but it also has antimicrobial properties that counter the proliferation of bacteria. Merck's Timiron® combines mother-of-pearl's exceptional properties radiance and shine with a microbic stabilizer of its cosmetic formulas.

Invisible pigments give the skin an almost perfect appearance: smoothers, blurring agents, fillers, correctors... We are merely at the dawn of this new field of research. We could imagine that it will come to replace surgery in the future.

In search of the absolute black

Grado Zero Espace's Absolute black is a 100% carbon pigment reflecting a mere 0,045% of light