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# BEAUTYSTREAMS

INSIGHT INSPIRATION INTELLIGENCE

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AVANT  
PROPOS

## AVANT PROPOS – NOUVEAUX HYBRIDES

A close-up, profile view of a woman's face, looking towards the right. She has light skin with soft, natural-looking makeup, including pinkish eyeshadow, light pink lips, and a subtle blush on her cheeks. Her hair is pulled back, and the background is a soft, out-of-focus light blue.

L'industrie de la beauté se dirige de plus en plus vers des produits hybrides.



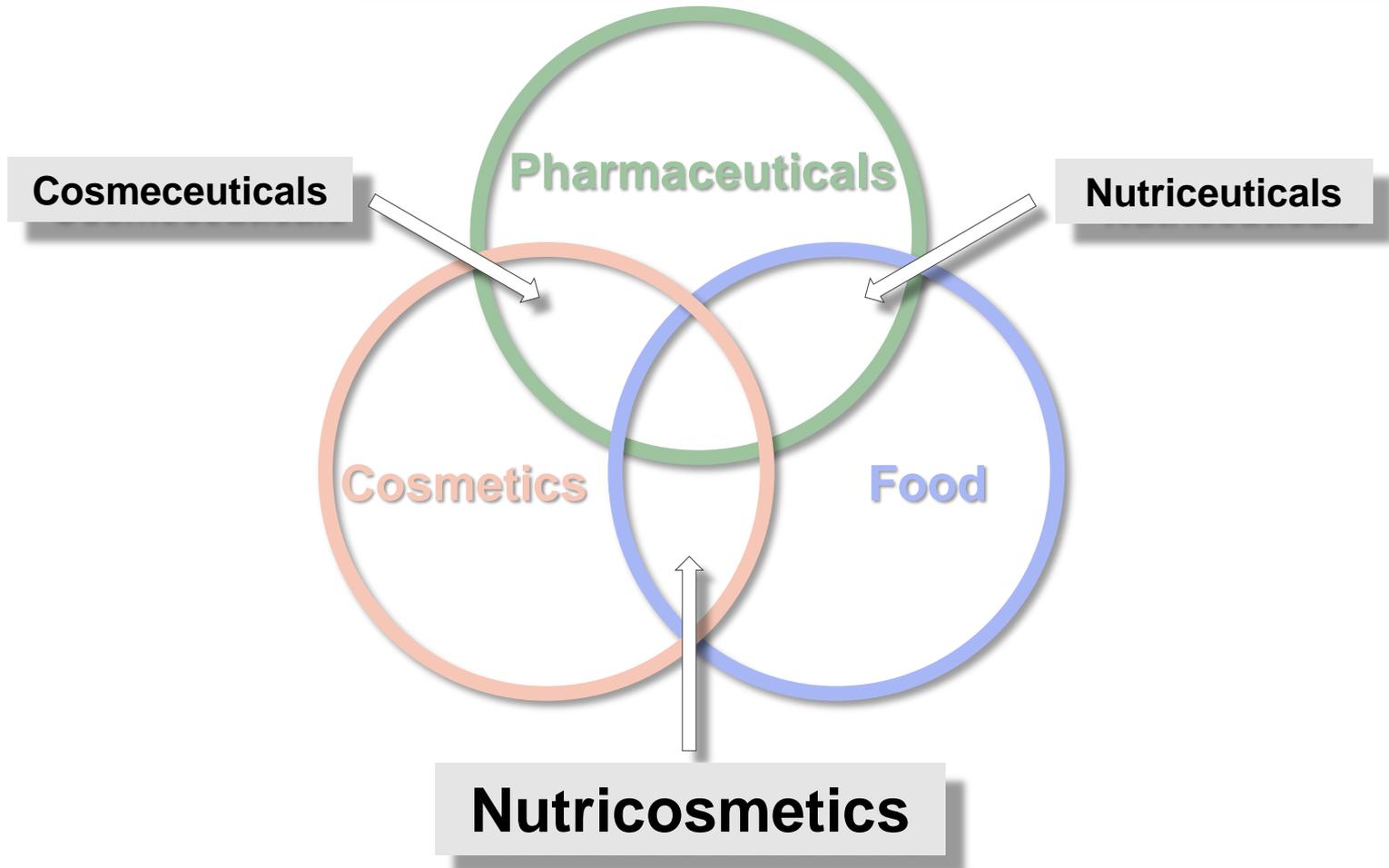
- Succès commercial des crèmes BB & CC (Mélange de soins & maquillage)  
=> *Marques recherchent d'autres industries d'inspiration pour produits hybrides*

## AVANT PROPOS – NOUVEAUX HYBRIDES

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- L'Asie est *La* région à regarder quant aux nouvelles tendances de beauté
  - En Asie le lien entre santé, beauté et nourriture est généralement accepté  
=> *La catégorie de produits des **Nutricosmetics** y représente un grand marché*

# AVANT PROPOS – NOUVEAUX HYBRIDES

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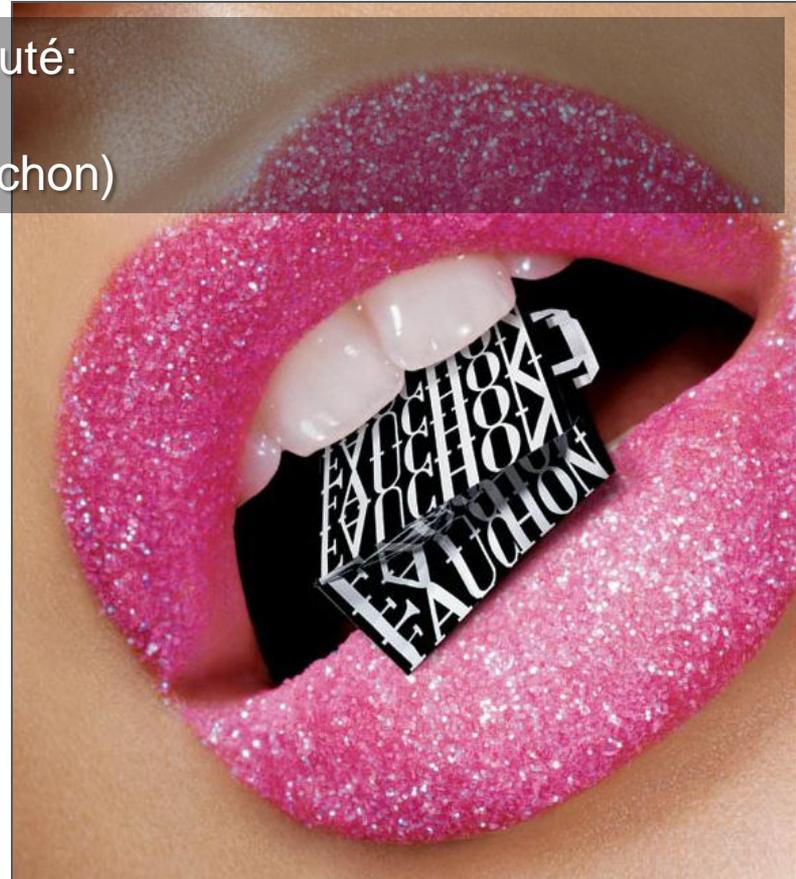
# AVANT PROPOS – RAPPROCHEMENTS « FOOD » & BEAUTÉ

Autres parallèles observés entre « food » et beauté:

- Développement produits (Ladurée)
- Communication & Visual Merchandising (Fauchon)



Ladurée – Les Merveilleuses (Maquillage)



Fauchon – Communication

# AVANT PROPOS – RAPPROCHEMENTS « FOOD » & BEAUTÉ

- Éléments principales de Beauté et « Food » : Couleurs, textures, parfum et bien-être jouent des rôles importants.  
⇒ *Rapprochement naturel des deux industries.*



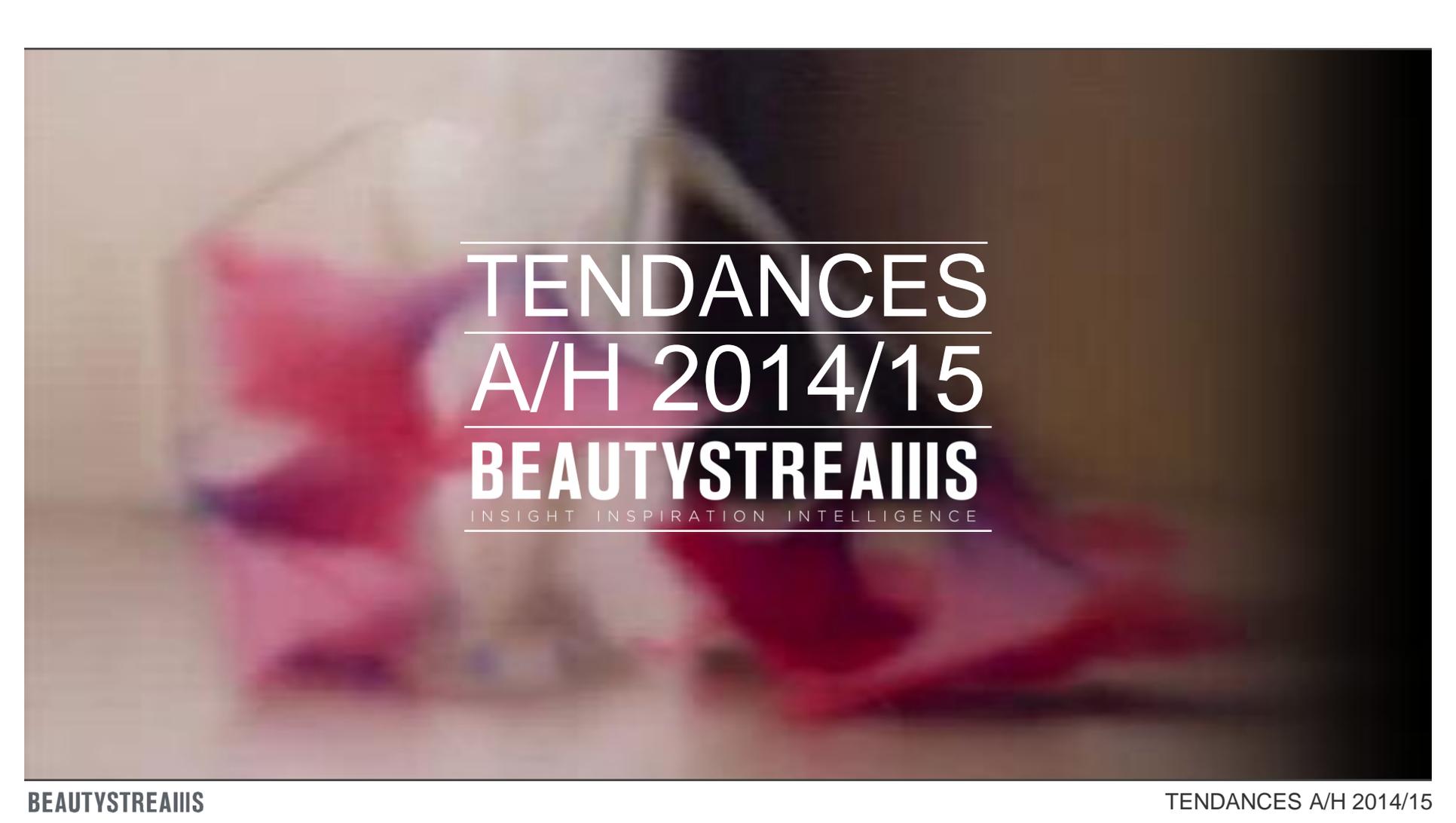
Sadaharu Aoki - Chocolats



Pierre Marcolini – Rainbow Drops



Palette de Maquillage



TENDANCES

A/H 2014/15

**BEAUTYSTREAIIS**

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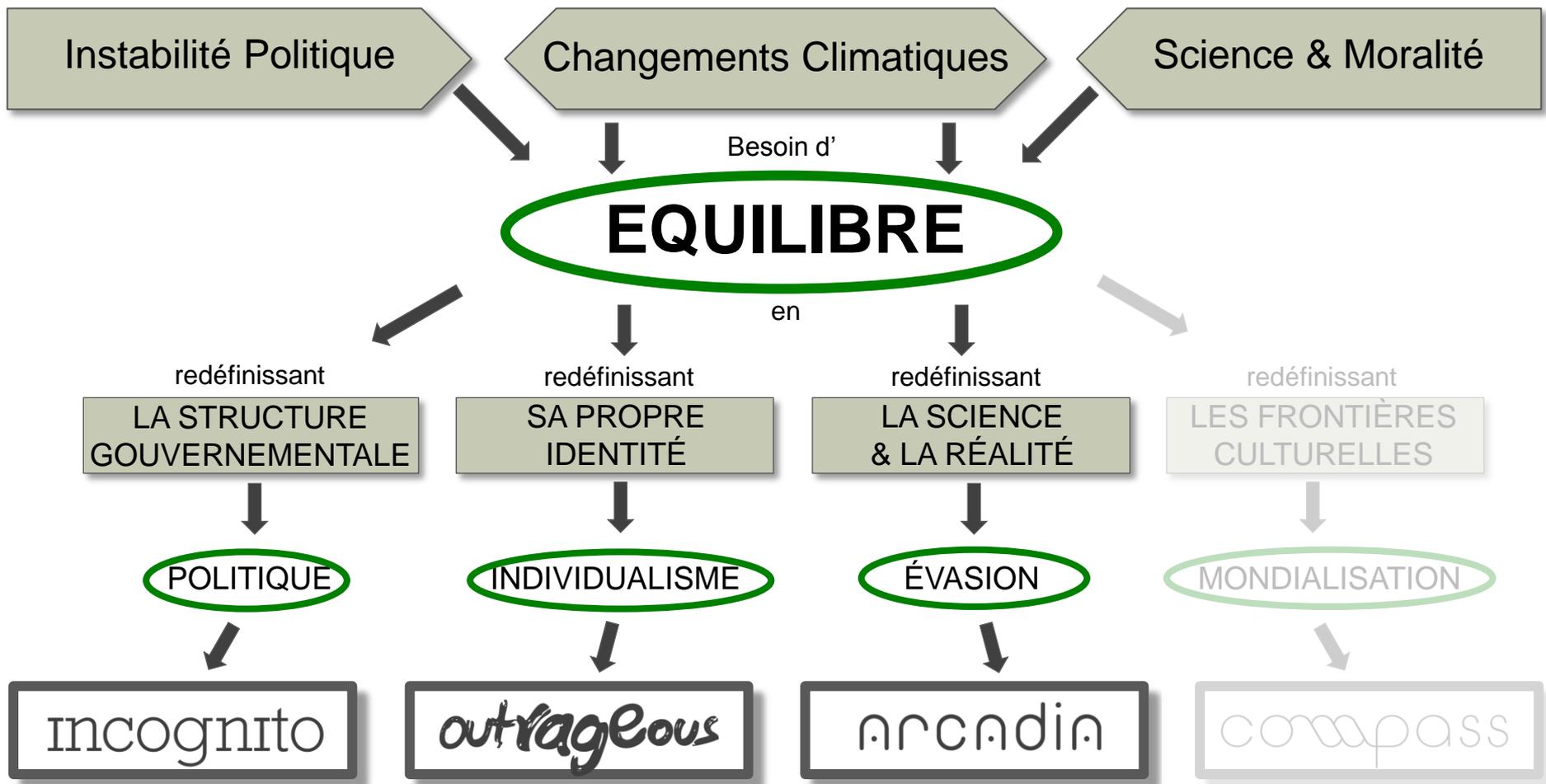
# SOURCES

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## DES TENDANCES

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# SOURCES DES TENDANCES



# SOMMAIRE DE TENDANCES A/H 2014/15

POLITIQUE

incognito

A woman in a dark, possibly black, dress is reclining and looking upwards. In the background, a man is partially visible. A circular inset in the bottom right corner shows a man in a light-colored jacket holding a camera to his eye, as if taking a photograph.

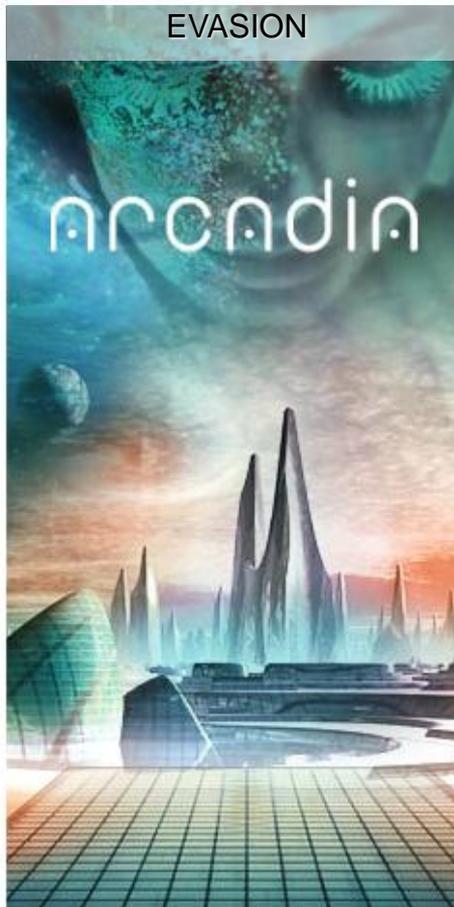
INDIVIDUALISME

outrageous

A woman with vibrant, bright pink hair styled in a braid is wearing a leopard-print top. She is holding a red, sequined object. A pink unicorn is visible in the lower left corner of the image.

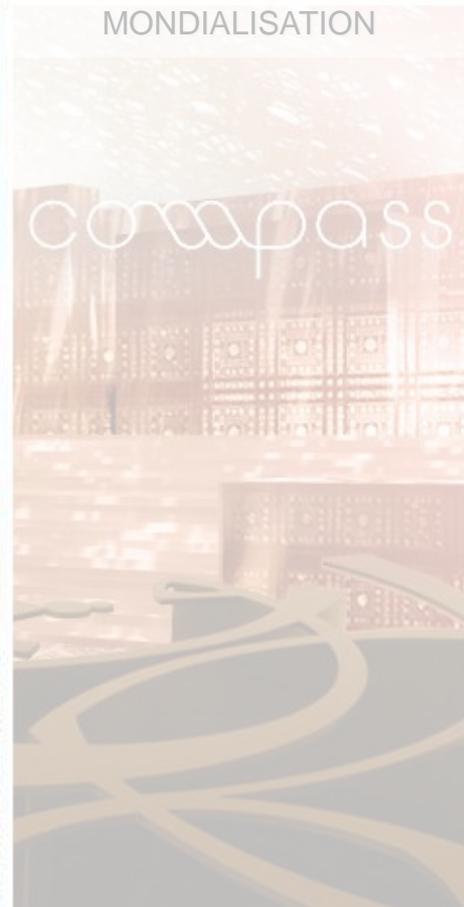
EVASION

arc-en-ciel

A woman's face is shown in a close-up, with a rainbow-like, ethereal glow around her eyes. Below her face, a futuristic cityscape with tall, thin spires is visible against a sunset sky. The foreground features a grid pattern.

MONDIALISATION

compass

A cityscape with modern buildings is shown in a light, hazy tone. A large, stylized compass rose is overlaid on the bottom half of the image.



# incognito

# THRILLER D'ESPIONNAGE



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TENDANCES FOOD

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FABIEN ROUILLARD

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Pure  
Pleasure



Fauchon - Paris



Joséphine Vannier



Pierre Marcolini



Grégory Marchand



Fauchon





outrageous



GLAM  
EXTRAVAGANZA

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TENDANCES FOOD

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FABIEN ROUILLARD

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# Extreme Ice Cream



Monster Cone Ice Cream Truck



# Candy Bar



arcadia

# EVASION

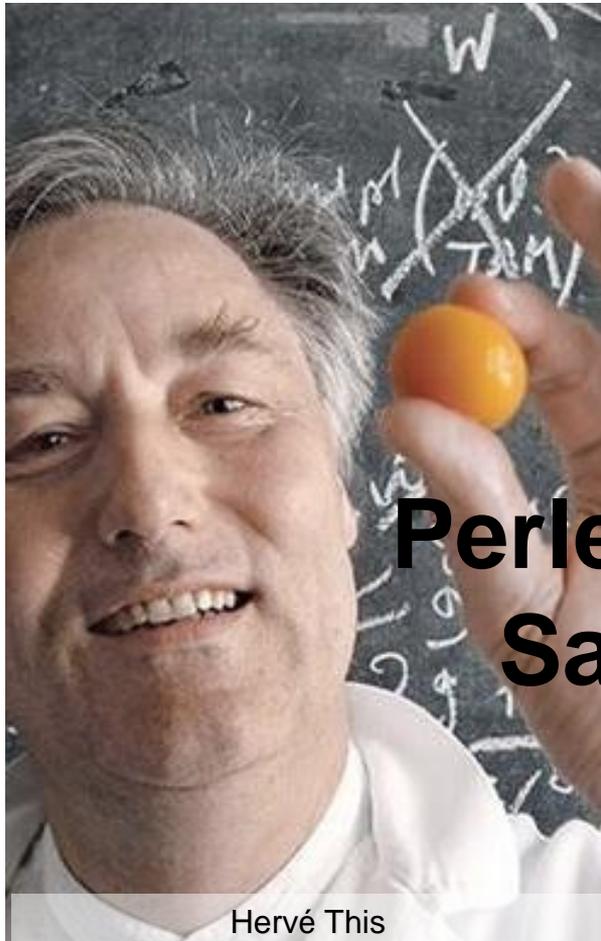
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TENDANCES FOOD

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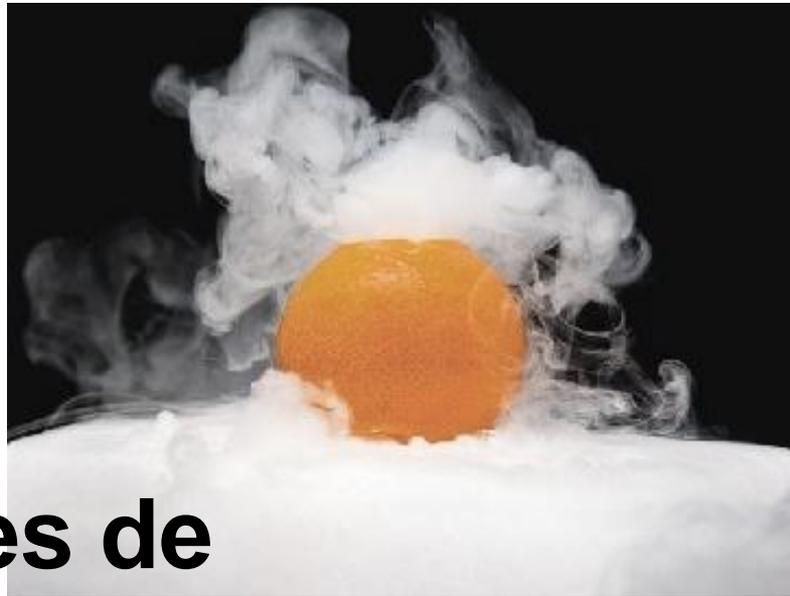
FABIEN ROUILLARD

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**Perles de  
Saveur**

Hervé This



Pescaviar



El Bulli

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