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ragtrader

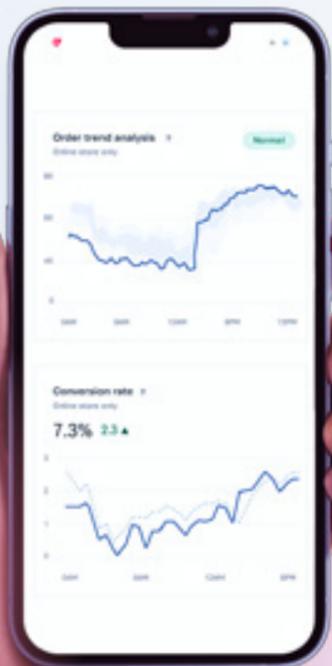


Beauty Report 2023



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The Rise of Personalisation

The Australian fashion and beauty industry have experienced a remarkable transformation, driven by digitalisation and the growing desire for personalised experiences. Fashion is currently the most significant segment of the digital commerce market in Australia, predicted to reach US\$10.9 billion by 2023, according to ecommerceDB. Meanwhile, the beauty ecommerce industry continues to boom, with online shopping taking up 36.1% of all beauty sales in 2021 as compared to a low 22.5% in 2017, according to Statista. Despite the reopening of physical storefronts and an overall global economic slowdown, digital commerce in Australia is still thriving, with a staggering 9.4 million households shopping online in 2022, according to Tech Business News. With the rise of digital-savvy consumers, mobile shopping is expected to dominate, with mobile devices driving around 60% of all online sales.

According to a survey done in Australia by Advanis, 2 in 3 Generation Z-ers say that they find online shopping more enjoyable than in-person shopping, and would want to keep buying almost everything online. As online commerce continues to grow in popularity, the competition among retailers is expected to intensify, with those who can adapt quickly to changing trends and customer needs coming out on top. As more customers incorporate online shopping into their daily routines, retailers will be expected to employ new and innovative technologies to deliver even more unique and personalised experiences to capture customer attention.

Imagine being in an online store, searching for the perfect outfit for an upcoming event. Instead of perusing through static product images, one is greeted

with 3D renders and shoppable fashion 'lookbooks' that offer an interactive 360-degree view that enables shoppers to examine the piece of clothing in closer detail. Instead of sieving through an endless assortment of products, one can now receive tailored product recommendations and customised skincare routines through personalised quizzes and virtual consultations. And if they like what they see, they can make an immediate purchase, all within a single platform.

These examples illustrate the changes and trends witnessed in a tech-enabled fashion and beauty retail landscape. Customers are no longer satisfied with simply purchasing products, as they seek meaningful interactions, exceptional service, and a seamless journey across multiple touchpoints.

The retail industry is being revolutionised by groundbreaking technologies, such as artificial intelligence (AI) and augmented reality (AR)/ virtual reality (VR), that are reshaping the way businesses engage with customers. Across the world, AR/VR technologies have emerged as a powerful tool, enabling customers to virtually try on garments, providing immersive and interactive virtual shopping environments where customers can explore products, interact with brands, and make purchases within a seamless digital ecosystem. The introduction of Apple's new Vision Pro headset, for example, has opened new avenues for retailers to reimagine retail experiences that will bring the wow factor to digital storefronts, bridging the gap between offline and online shopping.

Meanwhile, AI is anticipated to revolutionise retail engagement by analysing data to identify customers' emotions, reactions, wants and needs. Today, VTEX is

giving retailers the ability to deliver highly relevant and personalised product recommendations through AI-powered merchandising, advanced algorithms, and search capabilities, ensuring that customers find precisely what they are looking for. Rather than displaying the same products in the same order to different customers, the use of AI can help elevate product discovery. For instance, when a shopper selects a particular garment or outfit, AI algorithms can be used to analyse its attributes, such as colour, pattern, or style, to share instant suggestions of similar products.

Retailers looking to adapt their strategies and invest in innovative digital capabilities must demonstrate that technology is not adopted for its own sake. It is critical that they strike a balance to show that as they create and curate experiences, they are enhancing the customer experience, not complicating it. VTEX's Order Management System (OMS), for instance, seamlessly integrates e-commerce, marketplaces, and physical stores, and enables a unified and frictionless shopping experience across multiple channels.

Personalisation is the key to delivering unique customer journeys, fostering brand loyalty, and driving business growth in ecommerce. However, with the rise of different technologies and tactics targeted at customers, retailers should be careful not to inundate customers with complex technologies that will overwhelm and complicate the user journey. By focusing on a personalised yet seamless experience across platforms, whether it is a website, mobile app, or physical store, retailers can create an unforgettable shopping experience that empowers and delights customers.. ●



Prakash Gurumoorthy,
General Manager,
EMEA & APAC, VTEX



Eye on data

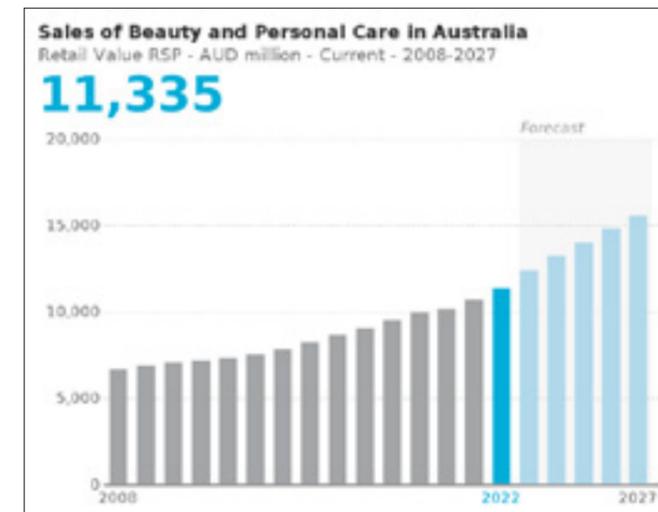
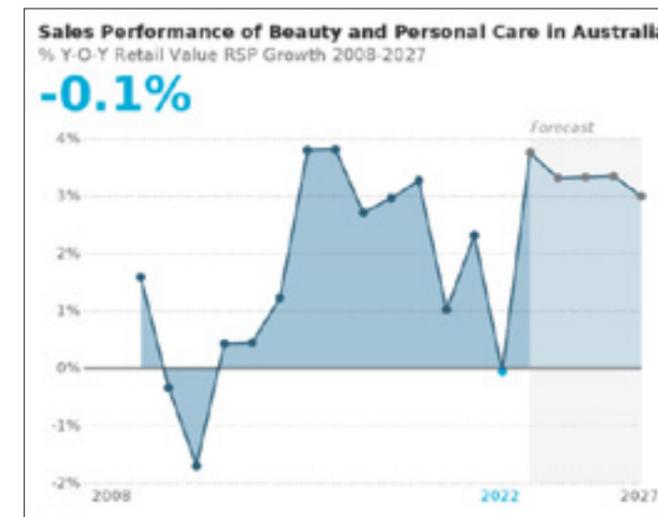
EUROMONITOR RESEARCH MANAGER **JULIA ILERIA** CRUNCHES THE NUMBERS ON BEAUTY.

The post-pandemic recovery of beauty and personal care in 2022 saw a deceleration, tempered by high inflation, rising unit prices and overall economic uncertainties, which continued to impact the daily lives of consumers in Australia. At an aggregated level, beauty and personal care sales declined slightly, by less than 1% in 2022 (constant prices) but increased by mid-single-digits in current terms.

Deceleration was particularly evident in key beauty categories such as skin care and hair care, which were standouts the previous year. Declines in premium and mass skin care prices in 2022 were contributed to this deceleration despite the well-received messaging of wellness, skin health and self-care. Consumption of skin care was also influenced by consumers continuing to return to pre-pandemic lifestyle routines; this translated in less time for extensive beauty routines observed during lockdowns. 'Back to normal' also meant the rebound of colour cosmetics, with many products offering added skin care benefits, which was reflected in the more limited growth of skin care during the year.

The repositioning of fragrances as a self-care item has helped the category to become less elastic since the pandemic and sustained its volumes amid rising unit prices. Prestige fragrance has also been a driver of growth with consumers indulging in more premium brands with stronger concentrations.

Australians remain cautious with their spending, given the pressure on disposable incomes - but at the same time they are more intentional with



Source: Euromonitor International

discretionary purchases. They'll try to reasonably indulge or find small, affordable luxuries that bring them joy – the return of the 'lipstick effect'. Despite consumer's enthusiasm for low cost and greater value, many Australian shoppers still consider a number of other factors when faced with purchase decisions. In fact, Euromonitor's 2023 Consumer Lifestyles survey, found

that premium products are still in demand, with 29% of respondents in Australia saying they would rather buy fewer, but higher quality things. Brand is also an important consideration, with 18% of respondents in Australia saying they regularly seek strong/well-known brands.

Using Euromonitor's consumer trends analysis (Top Ten Consumer Trends for 2023) we can better frame

how spending habits have manifested in Beauty and personal care during the year by highlighting these three trends:

1. BUDGETEERS
As beauty and health products become more expensive due to high rates of inflation, consumers are forced to make more selective decisions when it comes to the products they buy.

According to Euromonitor's 2023 Consumer Lifestyles survey, 19% of respondents in Australia said they intended to increase their overall spending over the next 12 months, with 42% hoping to save more. The result has been a polarisation of spending across product categories. Private label products are emerging as a significant alternative to balance consumer needs of efficacy and affordability. Private label products have been taking several initiatives to attract consumers by expanding ranges offering affordable products. For example, online beauty retailer Adore Beauty launched Viviology and AB Lab in 2022, with the company aiming to derive 10% of its revenue from private label in 2027. Similarly, beauty specialist retailer Mecca

relaunched its private label Kit, whilst hypermarket Kmart relaunched its house brand Oxx Cosmetics and its own skin care range.

2. ECO ECONOMIC
Concerns about the impact of climate change and the importance of sustainable purchasing are influencing Australian consumers' choices, with many voicing their strongly held views via conscious consumerism.

The results of our survey of Australian consumers indicates that 48% feel they can make a difference through their choices and actions. Looking ahead, 41% of respondents, including 43% of Gen Z, say they believe that climate change will affect their lives even more in future than it does now. Companies are responding with initiatives to innovate in packaging, formulation, certifications and investing in recycling schemes.

For example, department store Myer partnered with Close the Loop in 2022 to trial a cosmetics packaging recycling programme. The initiative, funded by a federal government grant, aims to establish the viability of a national beauty recycling scheme. Similarly, companies such as Mecca,

David Jones, Jurlique, Olay, and Schwarzkopf are also partnering with TerraCycle for a recycling scheme. Other initiatives include online beauty retailer Adore Beauty implementing new packaging and recycling initiatives, whilst Kiehl's partnered with Bush Heritage as part of the company's Future Made Better sustainability commitment. Through this partnership the company has committed to donate to raise awareness for Bush Heritage and support the protection, restoration and regeneration of local land.

3. REVIVED ROUTINES
Consumers are settling into new schedules and navigating a return to reality. They are eager to get on with their lives despite uncertainties ahead. Companies should prepare for a surge in out-of-home consumption. Businesses need to bring the fun, reengage consumers and help them attain a sense of normalcy.

Consumers appreciate innovation and look for new experiences. Similar to 2021, revived routines have translated into businesses continuing to invest in providing a value-

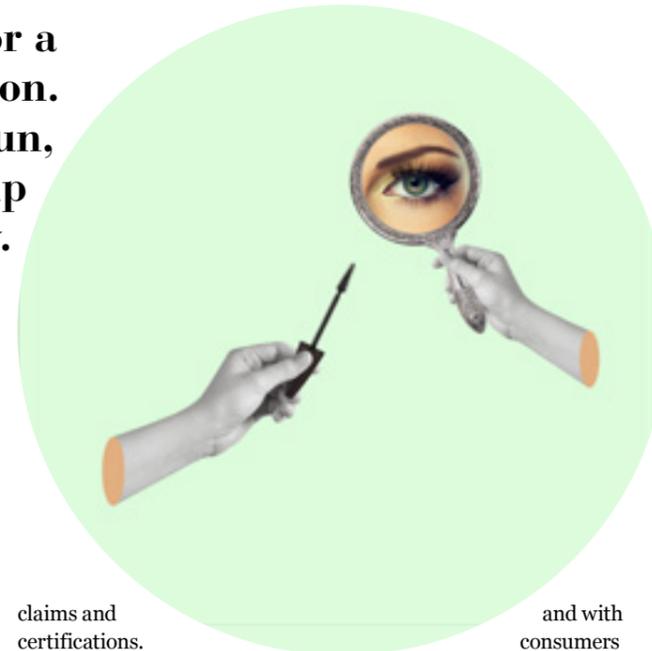
“ Companies should prepare for a surge in out-of-home consumption. Businesses need to bring the fun, reengage consumers and help them attain a sense of normalcy.

added experience, with many using immersive and multi-sensory experiences to better engage with consumers through different channels. Some key developments during the year include The Ordinary opening its first physical store in Australia, La Prairie opening its first airport beauty lounge in Australia and Grown Alchemist opening a standalone store at Sydney Airport.

WHAT IS NEXT FOR BEAUTY AND PERSONAL CARE?
During 2022, acquisitions of local brands including Grown Alchemist by L'Occitane in March 2022, Aesop by L'Oréal in the first quarter of 2023 and indie brand ZitSticka by US online retailer Heyday in November 2022, highlights the relevance of Australia's beauty credentials and innovative retailing concepts. Natural, organic, sustainable and ethical continue to be important

touchpoints for consumer engagement in Australia, with a plethora of home-grown brands continuing to emerge in this space.

Australian brands tend to be built using natural and plant-based formulations, with most frequently highlighting their use of native Australian ingredients as a unique selling point. As consumers continue to show support towards local brands, and major beauty players see the erosion of their value share, we can expect more future acquisitions from multinationals. The eco economic consumer trend is expected to continue to influence the beauty and personal care industry in the next five years. Recent initiatives by the Australian Competition and Consumer Commission (ACCC) to evaluate and manage the widespread use of environmental and sustainability claims in advertising and marketing, could potentially impact consumer's trust in sustainability and ethical

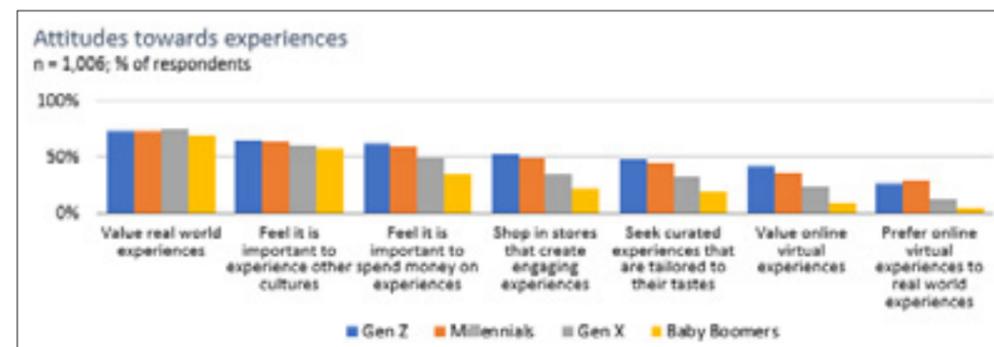


claims and certifications. For businesses, any type of enforcement action by the consumer watchdog is likely to result in additional efforts to improve transparency in their process and communication, demonstrating their certifications and/or claims are accurate and remain meaningful for consumers. Trends like Budgeteers and Revived Routines are also expected to continue. Consumers in Australia remain cautious about their spending and will continue to save in preparation for the unknown, even in a more optimistic economic scenario. Businesses feel threatened in the current economic environment

and with consumers trading down; however, a shift towards private label, multipurpose/benefits, and propositions around the masstige beauty segment could offer business opportunities. In terms of Revived Routines, brands have a chance to create long-lasting relationships with customers looking to rediscover the world. A goal for businesses should be to encourage and support consumers yearning for real-life experiences and normalised activities. In Australia, beauty retailers have already set a high standard of immersive stores by adding services and/or partnering with service providers to enhance overall in-store experience, whilst featuring product lines. In this sense, experiential retail offers opportunities to reinvigorate brand engagements, adventure and enthusiasm, and this can be achieved through further investments in experiential store formats, pop-up, modular stores and or collaborations and strategic alliances. ●



Source: Euromonitor International's Product Claims and Positioning, 2022



Source: Euromonitor Voice of the Consumer: Lifestyles Survey, fielded January – February 2023

To access the full Euromonitor's "Top 10 Global Consumer Trends 2023" report here

The 'Lipstick Effect'

KMART AUSTRALIA HAS IDENTIFIED TWO KEY TRENDS IN THE BEAUTY SHOPPING CATEGORY, AS ECONOMIC HEADWINDS AND SOCIAL MEDIA DRIVE CHANGES IN DEMAND.

Beauty is a \$30 billion market in Australia, according to Kmart Group managing director Ian Bailey.

Of that revenue pie, the discount department store currently attributes 7% market share in beauty, active and general merchandise.

"Beauty is a category where we see a strong consumer demand for value, especially amongst younger customers," Bailey says. "From a customer perspective, Gen Z is a growing demographic, which provides opportunities to develop further range adjacencies."

coined by Estée Lauder chairman Leonard Lauder during the 2000 recession in the United States, it signals a move to items such as lipstick over costlier luxury items.

"There is no doubt the rising cost of living has impacted so many families and individuals across the country," Farrell says. "The much-talked-about 'lipstick effect' is holding true where people continue to invest in small beauty treats even during financial pressures.

"At Kmart, we are well positioned to navigate this as we

skincare regimes into easier-to-manage ones.

Farrell says that the skinimalism trend has yet to wane since 2021 and is coming to a head post-pandemic with Kmart customers spending more time on self-care and investing in wellness.

"In line with this emerging trend, we have recently launched a range of skincare solutions that are manufactured here in Australia," Farrell says. "Our range is built with essentials and the response from our customers has been phenomenal."

She adds that the performance of Kmart's skincare category has well-exceeded expectations over the past 12 months.

"The only constant in beauty is change and our teams are always working hard to embrace the ever-evolving beauty landscape to ensure we stay on the front foot to continually surprise and delight our customers," Farrell says.

"The acceleration of our own beauty brand OXX is still in its infancy and the traction to date has been exceptional - there is so much more to come.

"As part of our own brand cosmetics range, we have recently launched a range of foundations with a range of

drive innovation and make our ranges affordable and accessible in ensuring our customers don't have to compromise on looking and feeling good for less."

The second trend is what beauty experts on Pinterest called 'Skinimalism'. It aims to simplify exceedingly confusing

For Kmart business manager Nicola Farrell, there are two key trends currently driving sales in the category.

The first is called the 'Lipstick Effect', a trend driving consumers to opt for lesser-priced items during recessionary times. Initially

“The acceleration of our own beauty brand OXX is still in its infancy and the traction to date has been exceptional.”



16 shades," Farrell continues. "Our glow foundation has been the hero - this is a beautiful lightweight formulation for a natural finish and our customers have been loving it."

Farrell says that Kmart's infiltration across the Australian landscape - including more than 300 stores, online and its recently launched app - is driving sales across all categories.

"In saying that, the social

community is more valuable to businesses now than it has ever been before, offering expert recommendations and reviews enabling our customers to have better understanding of a product's function before they purchase," Farrell says.

"This step change inevitably supports the acceleration of beauty online. The impact of social media and Tik Tok trends has taken us by surprise

with some of our products going viral online."

Looking ahead, Farrell says the 'skinification' of hair will continue to advance and become mainstream.

"Hair is coming to the forefront for beauty users as the importance of scalp and hair health is more prevalent than ever," she says. "Purchases in the hair care space are becoming more considered

and the emphasis on scalp care doesn't stop at traditional hair-care products such as shampoo and conditioner.

"As well as the additions of scalp exfoliators and scalp serums to our hair care routine, customers are seeing added benefits through tools such as scalp massagers, Gua Shas and dermal rollers as they are integrating these rituals into their personal care routine." ●



The beauty of online

MOSAIC BRANDS CHIEF DIGITAL OFFICER **AMY HOARE** REVEALS HOW ITS ONLINE BEAUTY SECTOR HAS CHANGED POST-COVID.

“Beauty is one of our top-performing and fastest-growing online categories,” Mosaic Brands CDO Amy Hoare says. “We have over 50,000 products within the category available and are continuing to grow.”

“We have new additions to our sites almost every week, especially in the hair, skincare, and fragrances categories.”

Including its recently acquired EziBuy, some of Mosaic Brands’ subsidiaries also sell beauty products, including Millers, Katies, Noni B, Rockmans and its pureplay online brand Beme.

Hoare adds that hair tools and accessories (eg. hair removers, trimmers, shavers) are the best-performing categories right now, with continued growth in skincare.

“We feel skincare will further accelerate as consumers continue to shift their perception and focus on self-care and anti-aging.”

“With the increase in sales across hair and beauty tools in particular, we believe this trend is a result of consumers now venturing out of the house given no more COVID lockdowns.”

“In addition, given the rising inflation and cost of living pressures, some consumers may be sticking to being an ‘at-home’ beautician or hairdresser rather than visiting the salon.”

“The challenges are not unique to the beauty space, however, as

cost of living pressures continue, consumer spending as a whole may tighten further.”

According to Hoare, only a very small range of beauty products are available in-store, making its digital arm a key channel for the category.

Mosaic’s largest subsidiary EziBuy attracted the largest amount of site visitors in FY22, at 21.3 million, with an email database of over 2 million and 2.7 million members.

Its second-largest subsidiary to offer beauty products is Millers, with 11.1 million visitors in FY22, 1.9 million in its email database, and 5 million members.

Online now contributes around 36% to overall group revenue, according to its FY22 report.

Hoare says its online department store strategy has allowed the group to now offer over 8 million SKUs spanning 60 categories. This is up 229% against the first half of FY22.

According to CEO Scott Evans, Mosaic Brands’ online sales grew to \$223 million in FY22, up from \$151 million in FY20.

“This growth not only highlights that older consumers are shifting to online but also that the Group is strongly positioned to serve an emerging cohort of customers for whom online shopping is becoming second nature,” Evans says.

He says the company has already implemented a ‘Big Strategy’ to adjust to changing

consumer demands post-COVID.

Mosaic has invested in a new distribution centre to tackle rising online sales and continued to close stores with unrealistic rental expectations.

From these initiatives, the group reported a 195% increase in earnings for the first half of FY23, with consumers aged 50+ driving post-pandemic growth.

Its total sales increased by 23% to \$267 million for the first half to January 1, with a 12% lift in comparable store sales and a 0.3% growth in online.

Evans claims the strength of its core customer base drove the result.

“Although the over 50s largely missed out on JobKeeper and other subsidies from the Government during the pandemic, they have accumulated significant savings on hand of up to \$200 billion,” Evans says.

“They are amongst the most resilient in the face of interest rate rises with relatively lower exposure to mortgage pain and, in Australia, they are emerging as one of the most powerful consumer segments in retail.”

This perhaps explains why skincare is being pinpointed for growth online, as Mosaic’s aging consumer base strives for youthful looks.

Hoare says Mosaic will continue to expand the beauty category online, noting it complements its fashion apparel and footwear offering. ●

Best foot forward

DISCOVER HOW MYER IS CAPITALISING ON BEAUTY SALES AS CONSUMER FOOTFALL RETURNS TO STORES.

Last month, Myer added a Maison Christian Dior counter at its Sydney flagship store to offer the luxury brand's latest fragrance and candle collections.

The move is part of a broader national rollout, with the department store refurbishing its Perth Beauty Hall counters to showcase new products from Chanel, Estee Lauder, Lancôme, Clinique, M.A.C, Clarins and Benefit in FY22. Myer Melbourne also opened global-first counters for Estee Lauder, M.A.C, Bobbi Brown and Hermès in the same trading period.

“Women’s fragrances, men’s fragrance and grooming continued to dominate the beauty category with the rise of the niche fragrance sector with the rise of the niche fragrance sector with the rise of the niche fragrance sector.”

According to Myer general manager across womenswear, beauty, intimates and accessories Annabel Talbot, stores are the dominant channel when it comes to beauty

products – for customers “wanting to engage with scents, colours and textures”.

The trend is in-line with a broader increase in bricks-and-mortar footfall, as Myer in-store sales continued their trajectory to hit 16.1% growth in the eight weeks post-Christmas period in FY23.

Talbot says nationally, fragrances in particular are a “booming” category, with consumers shopping for both luxury and niche scents. Gucci Beauty launched in Paramatta and Perth last year, alongside Libtérine Parfumerie to Highpoint, Perth and Adelaide.

“Women’s fragrances, men’s fragrance and grooming continued to dominate the beauty category with the rise of the niche fragrance sector continuing to grow as customers look for unique fragrance blends and boutique brands,” Talbot explains.

“Fragrances have been a stand-out category with our customers who have loved the luxury brands led by Chanel and Dior as well as new experiences of niche fragrance brands.

“We also have a new interactive fragrance discovery experience with the ‘World of Paco Rabanne’ including two

Myer-exclusives and Australian firsts - ‘Pacollection’ fragrances and Air Parfum.”

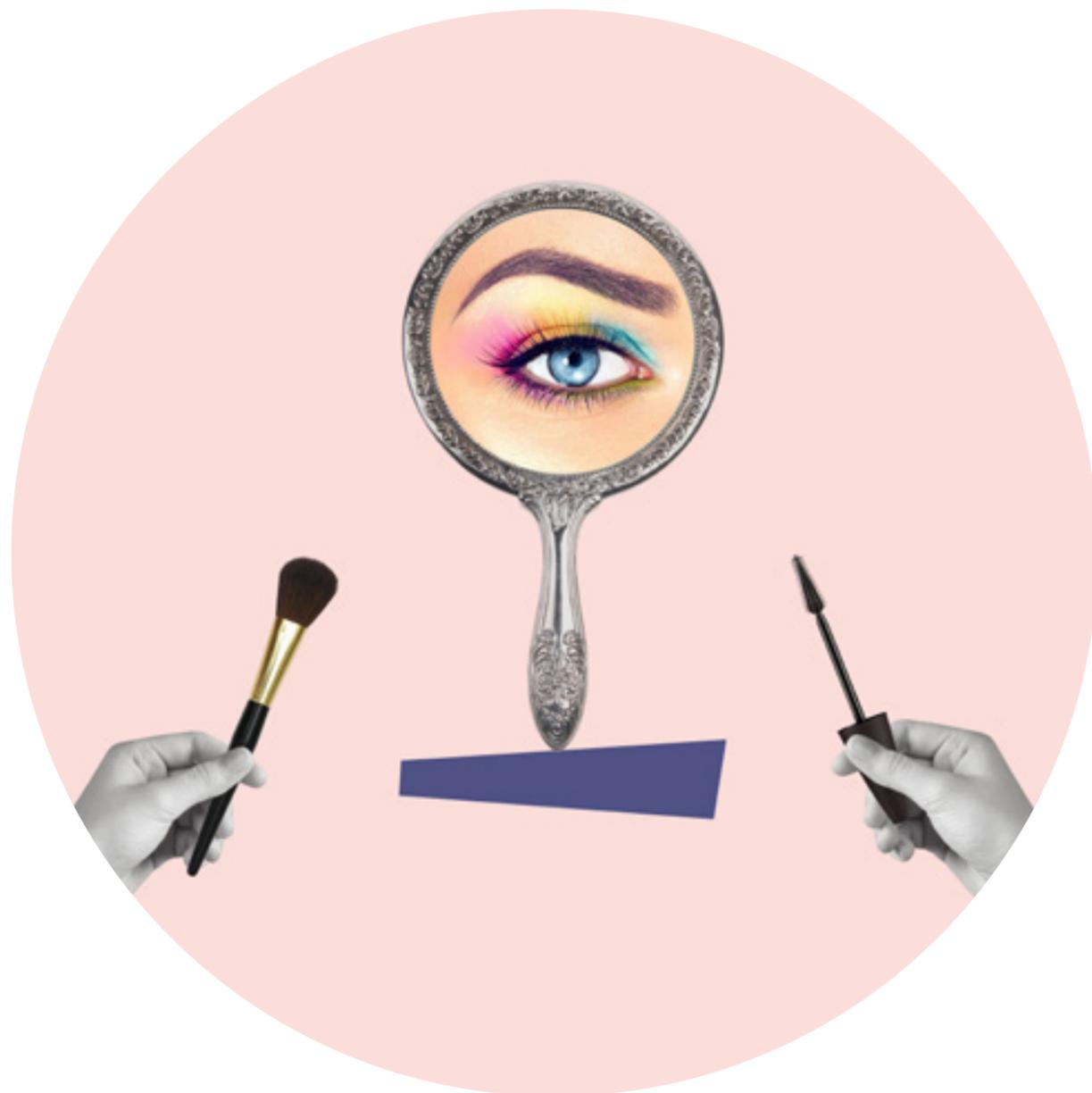
Skincare innovations and beauty services are also creating an increase in bricks-and-mortar traffic, led by demand for personalisation. These include services such as the Lancôme ‘skin screen’ analysis, providing skin diagnostic with eight specific filters.

“We see the increased demand for personalised skincare solutions growing as customers become more educated and knowledgeable about their skin requirements and the benefits of certain products,” Talbot says.

While Talbot also notes an emergence of the wellness and edibles category, they “remain a smaller part of the business but an exciting new category to develop.” Brands in the category include Vida Glow, WelleCo and Kissed Earth.

Myer operates 58 department stores across Australia as well as its online business myer.com.au, where it launched SkinCeuticals this year. Myer is expected to continue refurbishing its fleet of stores in FY23, with sites including Chermside, Tea Tree Plaza, Marion and Ballarat. ●





Going to market

THE ICONIC'S BEAUTY EDITOR **SOPHIE HOWE** AND SENIOR BUYER IN BEAUTY **KATE SAUNDERS** REVEAL HOW THE ONLINE MARKETPLACE IS FAIRING IN BEAUTY IN THIS ROUNDTABLE CHAT WITH RAGTRADER.

SOPHIE, WHAT ARE THE BEST-PERFORMING CATEGORIES IN BEAUTY AT THE ICONIC RIGHT NOW?

Sophie: We're seeing huge growth in the wellness and skincare categories this year. Our ability to tap into The Iconic's strong sports consumer has accelerated our wellness category as we've become a one-stop shop for everything you need to complement an active lifestyle.

We also have to credit the success of our first beauty box in building consumer confidence in our beauty categories. The beauty box gave shoppers a chance to try a curated collection of our favourite beauty products, which helped in building our credibility as a go-to destination for beauty.

AND WHAT CATEGORIES DO YOU PREDICT WILL TREND IN THE FUTURE?

Sophie: With the addition of heavy-weight brands like Christophe Robin, Larry King Haircare and Olaplex, I predict that haircare will be our next top-performing area in our beauty category.

KATE, WE'VE HEARD SO MUCH ABOUT CONSUMER BEHAVIOUR CHANGES IN THE FASHION WORLD POST-PANDEMIC. WHAT ARE YOU SEEING IN THE BEAUTY SPACE AT THE ICONIC?

Kate: The pandemic accelerated the number of consumers purchasing beauty products online, with more people investing in higher-point skincare, particularly cosmeceuticals. However, rather than slowing down once lockdowns lifted, the category has continued to experience sustained growth suggesting consumers are still willing to invest in quality skincare online, with makeup and fragrance categories also growing in popularity.

Similarly, hair brands like ghd, Dyson and Mermade Hair continue to perform strongly

with customers seeing the value of investing in styling tools to do their own hair at home. We have also seen huge growth in the wellness space with customers investing more in ingestible beauty and sexual wellness- two categories that gained traction through the pandemic and have continued to grow exponentially.

Basket size is increasing, with 50% of our beauty sales coming via the app making it our most engaged channel within beauty.

ARE THERE ANY CHALLENGES AHEAD FOR THE BEAUTY SPACE AT THE ICONIC?

Kate: Beauty is widely considered pandemic and recession proof -with many believing consumers tend not to compromise on their beauty and wellness routines despite financial pressures. That said, it is inevitable that some customers may look to transition to more affordable options for some products i.e. haircare, moisturisers and make-up, or look to purchase multi-use products as a way of reducing their investment in beauty.

During cost of living crises, we know customers are more mindful of spending and less inclined to try a new product. Therefore, providing customers with the relevant content and guidance when they're looking to try a new product is key in providing assurance and peace of mind. Our dedicated Beauty section in our editorial platform, Edition, is a great way for us to educate and provide tips to our customers.

As more Australians become comfortable shopping online, it is important we continue to innovate and invest in a customer experience that can mirror the benefits of an in-store experience alongside the convenience of shopping online. This again means leaning into more supplementary content, continuing to drive our three-

hour delivery option and launching more virtual try-on tools, such as our on-app tool that allows you to virtually try lipstick shades via your phone.

SOPHIE, I'M CURIOUS TO KNOW IF THERE IS A CORRELATION BETWEEN SEASONS AND BEAUTY, MUCH LIKE WE SEE IN FASHION. WHAT DO YOU THINK?

Sophie: Seasonal changes affect our skin in many different ways. Products that worked for your skin in summer may not have the same effect when the colder seasons hit. So, just like stocking up on a few cozy knits for your winter wardrobe, you'll also want to invest in rich creams and beauty products that focus on hydration.

This is where Edition, our online editorial guide, can be your great source for advice. Edition cuts through the confusion when it comes to establishing a personalised beauty routine. It enables our consumer to shop curated beauty edits based on skin type, seasonal concerns and even the latest beauty trends from TikTok.

KATE, AS A FINAL QUESTION, WHAT PLANS DOES THE ICONIC HAVE FOR ITS BEAUTY CATEGORY IN THE FUTURE?

In exciting news, we'll be launching the second iteration of the beauty box next month. We'll continue to look at how we can launch more multi-branded, curated beauty boxes to make beauty simple and digestible for all, particularly those who do not consider themselves beauty experts.

Additionally, we'll continue to promote cross-category placement and include our beauty products within fashion campaigns. We'll also look at creating more app-centric incentives and initiatives - this is our superpower in the space and a priority in driving growth. ●

Top Clicks

SEMRUSH PROVIDES THE LATEST ONLINE RANKING DATA FOR AUSTRALIAN FASHIONS BRANDS AND TRENDS.

TOP RETAILERS BY WEBSITE TRAFFIC AVERAGE MONTHLY VISITS (MAY 2022 - MAY 2023)

1. AMAZON.COM (19M)
2. CHEMISTWAREHOUSE.COM.AU (9.7M)
3. MYER.COM.AU (8.1M)
4. THEICONIC.COM.AU (4.7M)
5. DAVIDJONES.COM (3.1M)

TOP RETAILERS BY WEBSITE TRAFFIC % GROWTHYOY (MAY 2022 - MAY 2023)

1. YOULOOKFAB.COM (+10,630.5%)
2. REEBOK.COM.AU (+752.7%)
3. CITYCHIC.COM.AU (+361.5%)
4. THEFABRICSTOREONLINE.COM (+323.3%)
5. LONGTALLSALLY.COM (+176.1%)



FASHION TRENDS BY SEARCH VOLUME % GROWTHYOY (APRIL 2022 - APRIL 2023)

1. BIG RED BOOTS (+17,900%)
2. GUCCI MEN'S LOAFERS (+7,100%)
3. BLACK DENIM MAXI SKIRT (+4,300%)
4. CHUNKY LOAFERS WOMEN (+3,150%)
5. LEATHER MAXI SKIRTS (+3,100%)

*Based on the top general fashion keywords maxi skirt, sweater, sunglasses, loafers, boots, etc.)

TRENDING BEAUTY ITEMS BY SEARCH VOLUME % GROWTHYOY (APRIL 2022 - APRIL 2023)

1. ACRYLIC NAILS (+24,650%)
2. MASCARA SENSITIVE EYES (+9,900%)
3. HAIR EXTENSION CLIP (+5,700%)
4. PHEROMONES PERFUME (+4,788%)
5. FIRING FOUNDATION (+3,800%)

*Based on the top general beauty keywords sunscreen, perfume, acrylic nails, hairdryer, hair extensions, etc.)





The Enterprise
Digital Commerce
Platform

Customer
Jessica W. Smith
(208) 999 9999
jessicawsmith@gmail.com

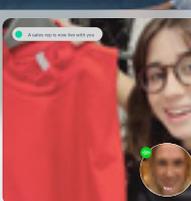
Delivery
Address
12 E 49th St
New York, NY
10017
Recipient
Jessica W. Smith

Order Status [See history](#)

3/16/2023 3:35PM **Creating** → 3/16/2023 3:35PM **Authorizing** → Window to cancel → Handling → Checking invoice → Invoiced

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