

Retailer

India's first retail opportunity magazine

Colours to deck up

In 2004, Colorbar Cosmetics, USA, was born out of Samir Modi's innovative and lateral thinking.

Honing the retail skill

SHAILEN AMIN
Co-Founder & CEO, Bestylish



Fuelling growth with foreign currency

DAVID BLAIR
MD, Fitch-South Asia



Brainstorming on brand licensing

ADAM BERG
Sr. Vice President, LIMA





Colour for everyone

In 2004, Colorbar Cosmetics, USA, was born out of **Samir Modi's** innovative and lateral thinking. An alumnus of Hindu College and Harvard Business School, and presently the Managing Director of ColorBar Cosmetics, USA, Samir Modi shares the brand building story with Retailer.

THE INSPIRATION

ColorBar was started with the ambition to provide the Indian woman with international formulations and products; it was born to fill the gaps in the Indian cosmetic industry by studying and understanding the common woman of India and her transition from the woman at home to the woman out in the world.

Since 1970, the number of women foraging into the professional sphere has only been on the rise. Coupled with globalisation and liberalisation of the Indian mindset, it is now socially accepted as a norm that a woman would want to spend a significant part of her earning on herself through emerging fashion and beauty trends.

A great emphasis is laid on women entrepreneurs and corporate professionals and their efforts on their own appearance and upkeep. Today, makeup is no more limited to either an occasion or the television. Makeup is a part of her everyday life and every manufacturer is trying to give her something more to add to her makeup kitty.

BRAND POSITION AND TARGET GROUP

ColorBar positions itself as a premium, innovative and an experimental brand, offering international products and a large variety of colours. ColorBar is the only brand in the masstige segment that is making an effort, through its newly launched concept of standalone stores, to give its customers all the possible advantages of cosmetic luxury – from international FDA approved formulations and a large variety of colours to a first-hand experience of using the products and choosing what they would want to buy, all under one roof.

It targets young, vibrant, contemporary, modern and

fashionable Indian women between the age group of 24 – 40 years.

PRODUCT OFFERINGS

In the face category, ColorBar offers today's women a variety of products that include concealers, makeup base, foundations, compacts, face and body shimmer, blushers and makeup removers.

In the eye category, the brand has a vast selection of products, including waterproof liquid liners and kohl eye liners, eye shadows, pigments, mascaras, eye pencils, kajals and the innovative marker pen.

With the widest range of colours in the lip category, the brand can boast of having a colour and a formulation that suits every woman's lips. Lip products include a wide variety of lip glosses, several shades in waterproof lip liners, lip colours as well as an extensive collection of colours in lipsticks in different formulations and effects.

The brand has the largest collection of nail colours, including quick drying, chip resistant formulations as well as single stroke brushes and is known to come out regularly with innovative nail care products that include a wide range of nail polishes in more than 200 shades, French manicure sets and a nail treatment line.

ColorBar is the only brand in the masstige segment that is making an effort, to give its customers all the possible advantages of cosmetic luxury under one roof.

THE INTERNATIONAL QUALITY

Using best cosmetic suppliers for its products, ColorBar lays great emphasis on its products, conforming to all European and FDA regulations and benchmarks itself against the most prestigious brands available worldwide.

With products developed worldwide, it has its R&D facilities spread across India, France, Greece, Germany and Italy.

Even the packaging has been created and now manufactured internationally to appeal to its audience and give them an international experience from the start to the finish.

ENGAGING RETAIL EXPERIENCE

ColorBar gives its customers a chance to experience the luxury of international products, shopping experience and a chance to discover makeup and be pampered, all under one roof and at affordable prices. Each of the ColorBar stores has been designed keeping in mind the brand philosophy "we have a





colour for everyone”.

The muted black and white colours of the store have been kept so as to bring out the colours of the products. Each colour and shade family has got its own space and limelight. Product categories have been stacked in such a way that they give the customer an ease of access and a point of view to match the shades and the colours they need to match with one another.

ColorBar has created a vivacious experience zone within the store, offering customers an opportunity to enjoy stunning makeovers, receive tips and get acquainted with the latest trends. These makeover zones are located at the centre of the store so that customers have the ease of access to choose from all sides of the stores the products they would want to try.

The ColorBar stores offers customers a vast selection of exclusive makeup products and accessories, including professional kits for makeup artists, makeup brushes,

fashion pouches and vanity bags.

Highly trained beauty advisors are available at all times to assist customers choose the best makeup that highlights and transforms them. They undergo specialised training on not only customer service, but also the latest makeup trends. The advisors help customers choose the right products, helping them with the right colours while teaching them the art and techniques of makeup. They help the customers in understanding what they really need and how to go about it.

RETAIL EXPANSION

For the first five years since its inception, the brand has worked on consolidating a large consumer base, understanding what works for the Indian woman and the gap in the industry that ColorBar can fill.

Now, the brand is looking at aggressive expansion. From one standalone test store in Delhi, in the last six months alone, ColorBar has already opened three more standalone

ColorBar has created a vivacious experience zone within the store, offering customers an opportunity to enjoy stunning makeovers, receive tips and get acquainted with the latest trends.

stores in three metros – Mumbai, Pune and Bangalore, and there are presently three more stores in the pipeline.

ColorBar aims to take its unique retail experience to all Indian metros and tier I cities in the next five years.

MARKETING AND BRAND PROMOTION ACTIVITIES

ColorBar has a strong marketing set-up and an aggressive 360 degree marketing approach. From advertising in the top fashion magazines of India to PR, innovative consumer promotions, sampling activities, events, in-store branding to cross promotions with other brands, ColorBar goes all out to promote itself.

The brand is actively interacting with consumers in real time through social networking sites such as Facebook and Twitter, and has a dedicated team to deal with online queries as well as to handle its e-commerce portal.

As told to
Suranjana Basu

CR

