

Up & coming brands

■■■ Shay & Blue

Headquarters: London, UK

Launch date: 2012

Price: £30-£110 (\$47-\$172)

Shay & Blue is described as a boutique perfumery brand and was founded by former Chanel senior vice president and Jo Malone global general manager Dom De Vetta and perfumer Julie Massé.

Why it's interesting: The Shay & Blue vision is to revive the lost art and craftsmanship of traditional perfumery and create a new-generation fine fragrance brand. The company describes itself as classic with a contemporary slant. Julie Massé is described as the 'new-generation perfumer of the moment' and the fragrances are handcrafted in the UK with real flowers, fruits and spices, according to De Vetta. The brand also has its own boutique in the high-end Marylebone district of London.

Strategy & upcoming plans: The brand's growth will be supported through a digital campaign, an extensive PR push and boutique events and personal appearances by founder, Dom De Vetta and perfumer, Julie Massé. It also plans to expand through its own network of retro boutique perfumeries in offbeat locations, as well as through a presence in select high-end department stores. The company is currently considering offers to enter international markets including the US and the Middle East.



Rouge Bunny Rouge

Headquarters: Moscow, Russia and London, UK

Launch date: 2006

Price: €14-€97

Rouge Bunny Rouge is a make-up, skincare and fragrance brand founded by Alexandra DeMonfort.

Why it's interesting: The brand seeks to express a new angle in luxury and is based on a fantasy fairytale inspired by the romantic Victorian era. The brand's point of difference, it says, is that the products are easy to use. The quality, but fun, positioning is echoed in the whimsical, dark-glamour style, and fantasy-like product names such as Seas of Illumination Highlighting Liquid or Seraphic Veil Anti-aging Moisturizer.

Strategy & upcoming plans: At present, Rouge Bunny Rouge is focusing on its color and fragrance innovations. The brand has an international presence with offices in London, UK and Moscow, Russia. ■