


# VINÉSIME

MILLÉSIME DE BEAUTÉ







Considering the French market, how could we reinforce our relationship with our existing B2B partners and how could we broaden our market with innovative prospecting tools and actions.


While Vinésime's original strategy has focused on B2B spa partnerships, the lack of brand visibility and customer engagement outside these touchpoints limits loyalty, feedback collection, and long-term growth.

### **Is Vinésime between to vines?**

Limited customer reach  
beyond spa and hotel  
settings

**VS.**

Reinforcing  
relationship with  
existing partners



# Rising E-Commerce & Premium Trends Drive Growth in France's Beauty & Personal Care Market

## Market Size

The French beauty and personal care market is projected to reach **US\$17.78 billion in 2025**, with an anticipated annual growth rate (**CAGR**) of **1.91% from 2025 to 2029**.

## Market Challenges

- **Inflationary Pressures:** Price increases driven by inflation have impacted value growth in various beauty & personal care categories, affecting consumer purchasing power & volume sales.
- **Competitive Landscape:** Highly competitive, with both international & local brands vying for market share, necessitating continuous innovation & strategic marketing to maintain consumer interest.

## Emerging Trends

- **Natural and Organic Products:** There is a notable surge in demand for natural and organic beauty products in France, driven by consumers' emphasis on sustainability and eco-friendly practices.
- **Premiumization:** Consumers are increasingly inclined towards premium beauty products that offer high-quality ingredients and efficacy, reflecting a trend towards premiumization in the market.
- **Ingredient Transparency:** There is a growing consumer demand for transparency regarding product ingredients, leading to a rise in ingredient-led beauty products.

## Segment Insights

The Personal Care segment is expected to be the largest, with a market volume of **US\$6.78 billion in 2025**.

In 2025, the **per capita revenue in the French beauty and personal care market** is projected to be approximately **US\$273.50**.

**Online sales** are anticipated to contribute **44.8%** of the total revenue in the French beauty and personal care market by 2025, highlighting the growing importance of e-commerce in consumer purchasing behaviors.



# French skincare consumers value wellness, peer reviews, and spa rituals, offering rich potential for immersive B2B strategies.

French luxury skincare consumers are experience-driven, digitally influenced, and increasingly wellness-oriented, with spa culture offering a strong anchor point for brand connection.

## Demographics & Age

**Skincare users span all age groups**

Baby Boomers (12%)  
Gen X (34%)  
Millennials (33%)  
Gen Z (22%)

## Buying Behavior & Decision-Making

**Peer influence is key**  
48% find online reviews highly influential.

## Lifestyle & Interests

**Top interests include**  
Travel (44%)  
Food & Dining (42%)  
Health & Fitness (39%)

## Spa & Wellness Trends

**Rising interest in**  
Cold plunge therapy (4.5% CAGR)  
Lymphatic drainage facial massage  
Holistic wellness treatments (26.1%)

## Consuming habits

68% of French consumers plan to maintain their spending on beauty products.  
30% of Gen Z consumers intend to increase their expenditure on beauty and skincare.  
Most frequently used skincare products in France: Day creams (56%), Facial cleansers (49%), Sunscreens (34%)

## Place B2B

Continue to grow Spa partnerships based on the Year-on-Year Increase of 2023 searches in the internet for Spa Breaks, France has a 120% growth search.





# Beauty brands are shifting budgets toward immersive experiences, with growing investment in content, innovation, & consumer relationships.

## In General

- The Beauty & Skincare industry allocates about **9.55%** of its revenue to marketing, indicating a more conservative investment compared to other sectors.
- However, it dedicates a significant portion of its budget to experiences and events, with  $\frac{2}{3}$  of surveyed companies spending between **10-30%** and  $\frac{1}{4}$  spending more than **30%**.
- **84%** of companies reported that their experiential marketing budget has increased over the past three years (**38%** significantly and **46%** slightly), while **15%** said it remained the same, and none reported a decrease.

## Key Areas

- In the industry, various areas are recognized as experiential, including In-Retail Rituals (**62%**), Livestreams (**56%**), Partnerships and Collaborations (**41%**), and Influencer Content Creation (**36%**).
- This indicates a broad and diverse understanding of what constitutes experiential marketing, with opportunities for deeper integration and innovation in newer technologies and comprehensive brand interactions.

## Objectives

- The primary objectives for hosting experiential marketing events or brand experiences include Content Creation (**51%**), Innovation/Test Marketing (**49%**), and Customer Relationship Management (**41%**).



# French beauty shoppers value seasonal sets and physical retail, offering strong momentum for gifting-led B2C and B2B strategies.

According to a study conducted by OpinionWay for the Fédération des Entreprises de la Beauté (FEBEA), **77%** of French people give beauty products as gifts during the holiday season, with **46%** doing so regularly.

In France, **40%** of women intend to gift beauty items for Christmas, with **69%** favoring perfumes and **38%** preferring multi-product gift sets. (Statista)

## Leading shopping channels for gift shopping in France

In 2023, **79%** of French consumers shopped their Christmas gifts in-store, while **67%** opted for online shopping.

By 2024, the preference for in-store shopping increased to **82%**, while online shopping saw a slight rise to 68%.

## B2B Gifting

According to a report from the PPAI (Promotional Products Association International), **79%** of businesses claim that corporate gifts increase the loyalty of their business partners.

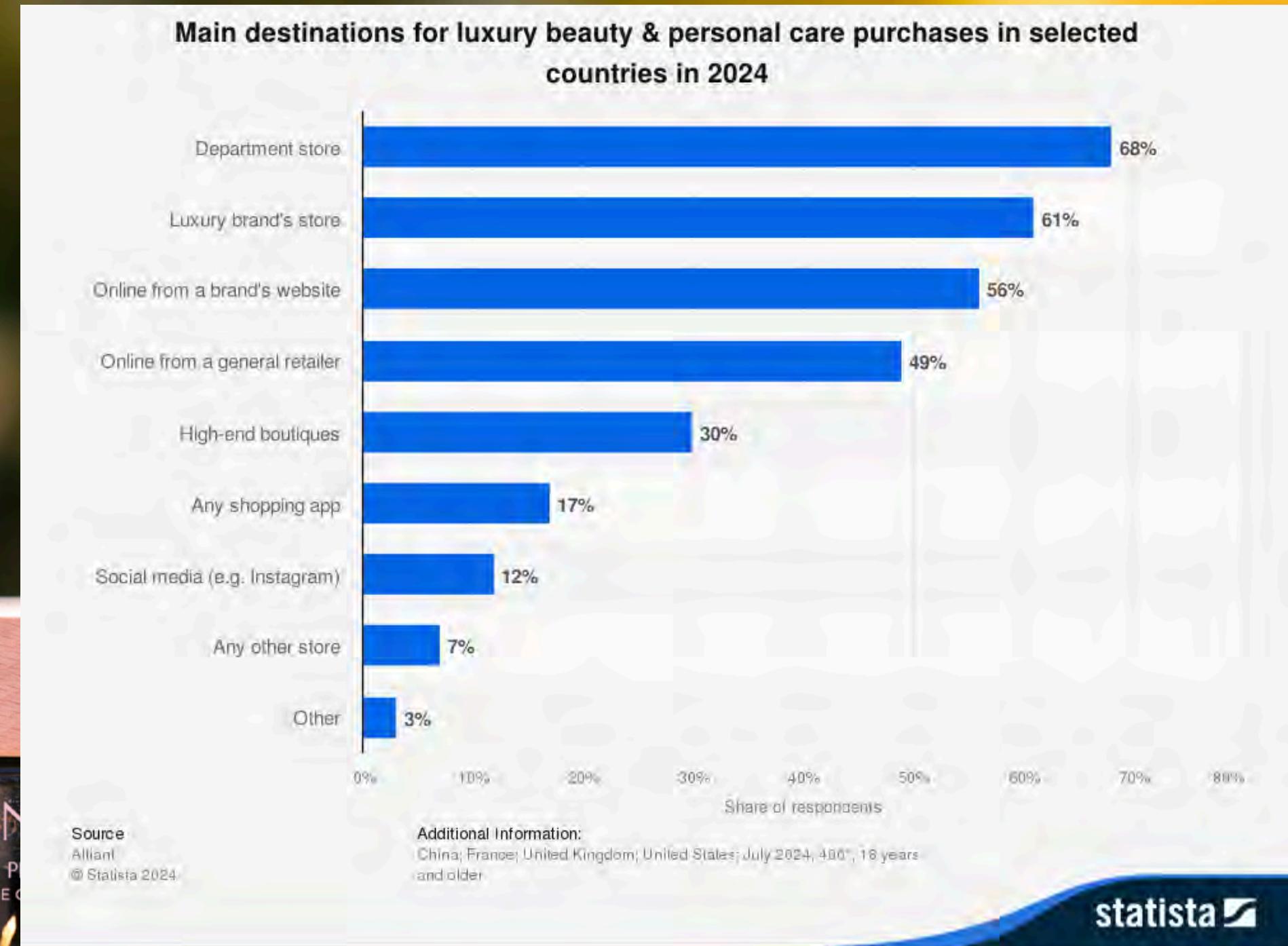




# Consumers prioritize luxury retail and branded websites, while expecting seamless, sustainable omnichannel shopping experiences.

## Place B2C:

- Department Stores (**68%**) are the top choice for luxury beauty & personal care purchases.
  - **61%** of luxury and beauty personal care consumers prefer a luxury brand's store to be a destination / Point of Sale.
  - **56%** of luxury and beauty personal care consumers prefer to buy online from a brand's website.
- 
- **Omnichannel Shopping is rising:** Consumers expect seamless transitions between in-store and online experiences.
  - Sustainability concerns are influencing store choice, consumers prefer brands with transparent sourcing and eco-conscious POS design.





# Consumer demand for immersive, trusted, and sensorial beauty experiences opens new growth opportunities for Vinésime.

## **Luxury skincare is experience driven**

Consumers today demand more than just efficacy, they seek rituals, indulgence, and holistic well-being.

Spa-goers and luxury beauty buyers are motivated by premium, exclusive, and sensorial experiences.

## **Vinothérapie & wine-based beauty are trending**

Rising interest in vinothérapie, lymphatic massages, and spa rituals reinforces demand for brands like Vinésime.

## **Buying behavior is heavily influenced by trust**

48% of consumers rely on peer reviews before purchase.

73% of B2B buyers expect personalized service, similar to B2C, and are more likely to stay loyal to brands that incentivize and engage them directly.

## **Seasonal gifting opportunities**

In 2024, 31% of French consumers desired cosmetics and skincare products as Christmas gifts.



# Growth lies in evolving Vinésime's B2B model into a multi-touchpoint brand experience led by storytelling, partnerships, and consistency.

## Storytelling potential

Vinésime has a rich narrative rooted in Burgundy's terroir and vinotherapy.

### Opportunity

Strengthen digital and content strategy to create immersive storytelling across platforms.

## Partner Collaborations

Co-branded initiatives and/or events with partners

### Opportunity

Develop a more systematic approach to partner engagement through co-creation, exclusive offers, and shared brand experiences.

## Strong DNA

Positioning is clear: luxury, eco-conscious, vineyard-based skincare.

### Opportunity

Harmonize brand experience across channels to ensure that every partner & customer interaction reflects the same sensorial, luxurious narrative from B2B to B2C.

## B2B-Centric model

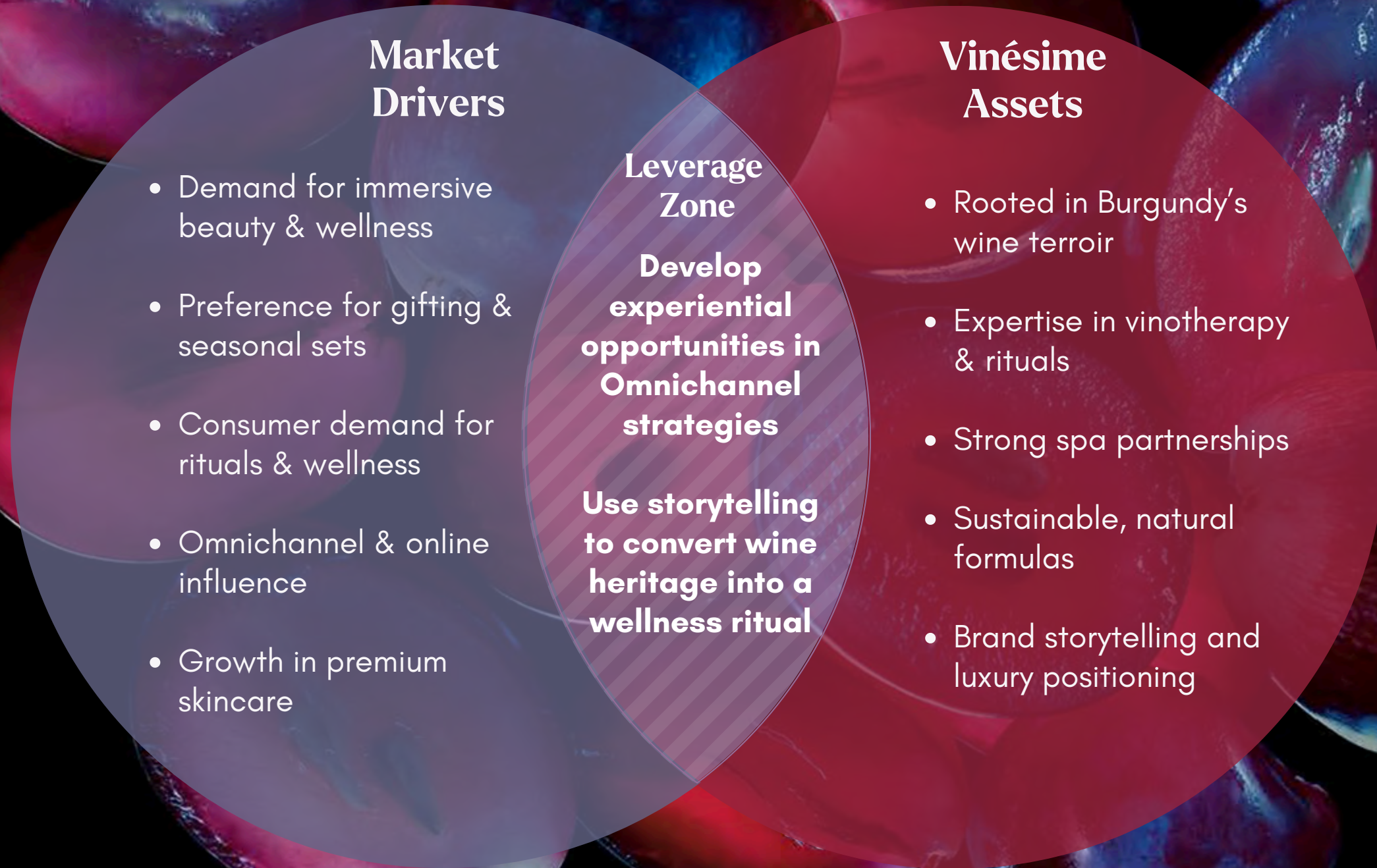
The brand currently relies on B2B distribution. Direct customer relationships remain limited.

### Opportunity

Expand experiential interaction to engage both end consumers and partners emotionally.



# Vinésime's brand DNA aligns with emerging market trends to unlock a powerful storytelling-led experiential strategy.







# À TRAVERS LES VIGNES



# À TRAVERS LES VIGNES

A Sensory Journey from the Vines to Your Skin

**Emphasize the deep connection between vineyards, luxury skincare, and sensory experiences.**

**“À Travers Les Vignes” brings the vineyard-to-skin philosophy to life.**

**Immerse customers & partners in the world of vinotherapy and elevate Vinesime’s storytelling through touch, scent, and ritual**

## Sensory Identity & Multi-Sensory Engagement

- **Touch:** Textures inspired by the velvety feel of grape skins & rich creams.
- **Signature Experience:** Skincare routine inspired by the rituals of wine tasting and spa treatments.
- **Scent:** Fragrances that evoke the experience of walking through vineyards.
- **Engagement:** In-store activations, exclusive spa partnerships, and influencer-led vineyard retreats to create an immersive, educational brand journey.





*Vinésime has the opportunity to scale its success by refining partner tools, building immersive brand experiences, and diversifying its retail touchpoints.*

While Vinesime has built a strong identity through its spa-centered model, there are a few key areas where strategic refinement could support growth, visibility, and partner engagement, without altering the brand's DNA.



### Partner Network Optimization

- Strengthening support tools, loyalty mechanisms, and co-branded initiatives.

### Expand Direct Points of Sale (B2C & B2B2C)

- Strengthening support tools, loyalty mechanisms, and co-branded initiatives.

### Personalized Marketing Activation

- Implementing CRM strategies and tailored digital communications.

### Elevated Customer-Brand Experience

- Enhance brand immersion beyond the treatment room through sensory storytelling.

### Strategic Collaborations Developement

- Expanding premium alliances with wine estates, hospitality, and culinary partners.



# VINÉSIME

## MILLÉSIME DE BEAUTÉ





# Vinésime's growth strategy activates its brand story through integrated engagement, partnerships, & omnichannel storytelling.

## B2C Strategy:

### Direct Engagement with Consumers

- Brand Awareness & Storytelling
- Product & Packaging Integration
- Exclusive Membership & Loyalty Program

## Offline Marketing & PR

- Strategic PR & Press Trips
- Events & Brand Activations

## B2B Strategy: Strengthening Partnerships

- Spas & Hotels
- Wine & Skincare Crossover
- Retail & Selective Distribution

## Digital & Content Strategy

- Social Media Campaigns
- SEO
- E-mail & CRM Personalization





# Vinésime's B2C growth will be driven by sensorial in-store experiences and personalized loyalty engagement.

## End-of-Tour Experience

- **Retail activation:** "Pop-up skincare corner" On-site retail experiences at spas, hotels, and vineyard locations. → Boutique corners at select luxury spas & vineyard resorts
- **Sampling & Trial Strategy:** Multi-sensory touch-and-smell *ritual* using trained brand reps.
- **Incentive Marketing:** VIP guests receive mini travel kits as gift-with-purchase.

## Loyalty Club Launch

- **Email Marketing Campaign:** Exclusive invite launch via CRM email flow.
- **Personalization:** Offer skincare sets based on skin type and "ritual phase" (Harvest = Detox, Bottling = Glow).
- **Gamification:** Reward tiers based on purchases with vineyard-inspired naming (e.g., "Sommelier," "Grand Cru")





Physical touchpoints designed to activate direct-to-consumer engagement at vineyard locations.



**End-Of-Tour Experience Vineyard – Option 2**  
La Beauté du Terroir



**End-Of-Tour Experience Vineyard – Option 1**  
La Beauté du Terroir



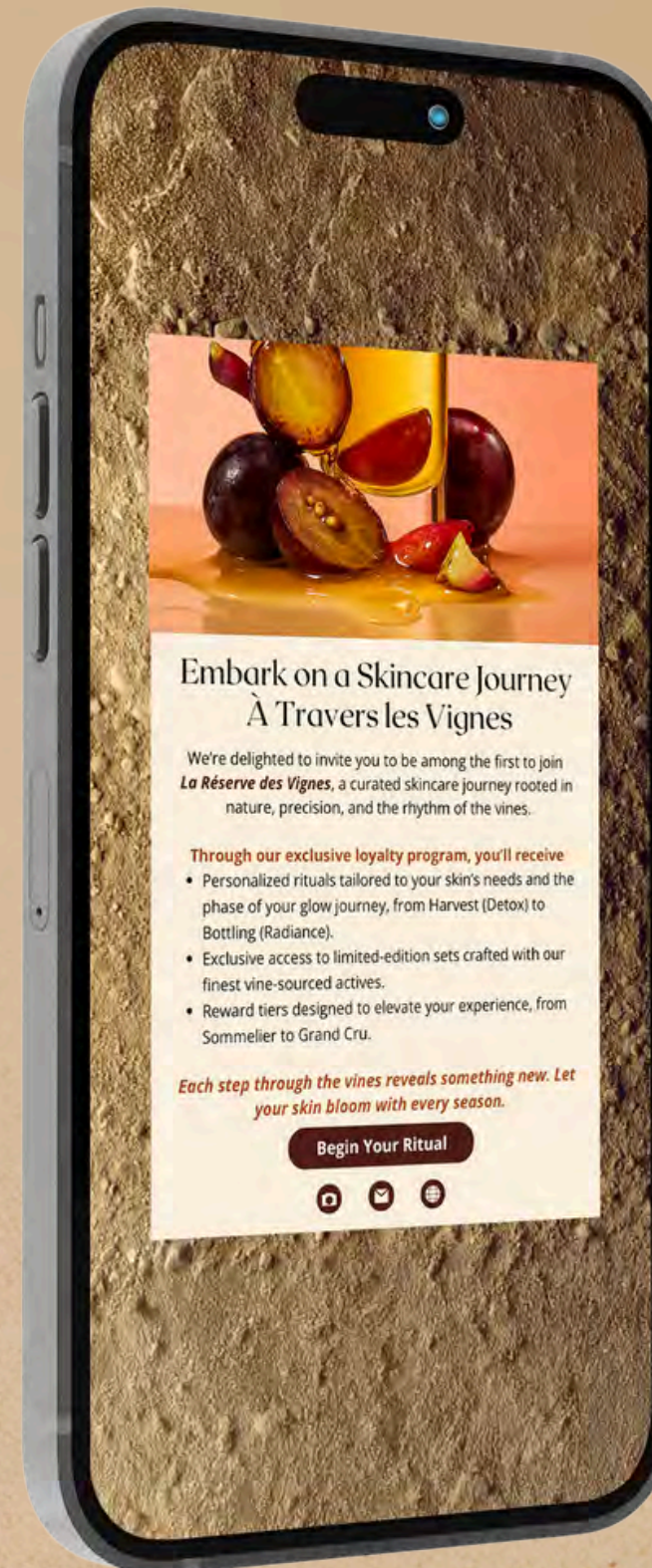


# A dual-channel strategy using end-of-tour gifting & CRM activation to drive B2C conversion.



## End-Of-Tour Experience

Incentive Marketing: Mini Travel Kit



## Loyalty Club Launch

Email Marketing Campaign





Luxury beauty brands use experiential POS to engage consumers and drive trial, a model for Vinésime to follow.





# Strengthening B2B partnerships through co-branded gifting, CRM automation, and experiential training rituals.

## VIP Gifting & Co-Branded Drops / Collaborations

- Direct outreach: Customized pitches to high-end hotels/spas with mockups of co-branded boxes (e.g., “Vinesime x Ritz Spa” Limited Edition).
- PR Seeding strategy: Influencer gifting kits with experiential mini skincare & wine pairings (Vinesime + Burgundy wines) To luxury magazine editors, wellness influencers and premium clientele.

## VIP Gifting & Co-Branded Drops / Collaborations

- Seasonal Campaigns: Holiday Press Release + Gifting Catalogue for B2B clients
- Seasonal Advent Calendar: Calendar featuring mini Vinesime skincare products & wine-infused beauty secrets.

## Partner CRM Onboarding

- Digital Marketing Tool Setup: Implement a CRM system to segment spa/hotel partners and automate offers.
- B2B Email Sequences: Regular check-ins, reorder nudges, performance insights.
- Training Webinars: “Ritual Retailing” sessions teaching spa staff how to upsell through storytelling.



# Activating Experiential Co-Branded Gifting to Build B2B Loyalty and Boost Brand Recall

VIP Gifting & Co-Branded Drops



Influencer gifting kits with  
"through the vineyard" experience



# Seasonal Co-Branded Advent Calendars to Deepen Spa Partnerships & Drive B2B Retention

**Seasonal Advent Calendar:**  
Option 1 (Book Open Door)



**Seasonal Advent Calendar:**  
Option 2 (Book Double Door)





Luxury brands use co-branded gifting & spa rituals to strengthen B2B partnerships, a model for Vinésime to elevate loyalty and visibility.





# Seasonal gifting & ritual sets expand B2B2C reach by turning product discovery into immersive brand experiences.

## Advent Calendar – Seasonal Beauty

- Advent Calendar (Christmas):  
Luxury advent calendar featuring mini Vinesime skincare products
- Influencer Content Creation:  
Unboxings + reviews by beauty influencers on Youtube & Instagram
- Landing Page Pre-Order  
Countdown: Highlight ingredients, rituals & gifting value.
- B2B Co-Launch: Exclusive early access offered to top spa and retail partners as a Seasonal Gift
- Partnerships: Limited-edition calendars featuring collaboration with a Michelin-starred chef or vineyard

## Cross-Selling Ritual Sets

- UX/Product Design: Create sets based on wine stages (e.g., “Harvest” exfoliant, “Fermen” mask, etc)
- Social Campaigns: Interactive quiz on the webpage and on social media to recommend the best ritual.
- Retail POS Storytelling: In-store displays to walk customers through the set story.
- Influencer Gifting: Send ritual sets to wellness influencers for use in tutorials.





# Luxury rituals & seasonal calendars deepen B2B2C engagement by transforming gifting into immersive discovery.

Advent Calendar "À travers les vignes"



Social Campaigns: Quiz & Web Countdown

ALMOST THERE – JUST ONE STEP LEFT

## What ritual is calling to you?

L'Éclat Vigneron

Terre Pure

Force de la Vigne

Rituel Complete



### ADVENT CALENDAR DROP

M 04 D 38 H 49 S 14

A new ritual begins — the countdown to indulgence has started. Uncover 12 vineyard-infused treasures, crafted for moments of pleasure and pause.

Begin your journey à travers les vignes with our limited-edition holiday release.

Download for \$28.27 →





Luxury beauty brands use seasonal calendars to build brand visibility, inspire emotional gifting, and drive product trial.







# Driving visibility & engagement through immersive storytelling, aesthetic content, and CRM-powered personalization to inspire trial

## Social Media Revamp

- Structured aesthetic & storytelling (ABA/BAB posting pattern).
- **Aesthetic Refresh:** Switch to a vineyard-inspired editorial grid with vineyard hues, texture close-ups, and French luxury tones.
- **Luxury editorial-style visuals** for Instagram & Pinterest.

## Social Media Revamp

- **Content Series:**
  - Weekly Vineyard-to-Beauty storytelling posts (e.g., “How Wine Antioxidants Transform Your Skin”).
  - WineSkin series – Benefits of grape-derived skincare
  - Rituals through the vines – Behind the Scenes
- **SMA Paid:** Promote hero product(s) via Instagram & Pinterest with carousel ads.

## Email & CRM Personalization

### Pop-up Notification / Email

- “Your ritual is waiting — complete your journey through the vines.”
- “A moment of indulgence awaits. Your selection is still reserved.”
- “Return to your ritual — your curated skincare experience is nearly complete.”



Transforming Instagram into a vineyard-to-beauty showcase through curated storytelling and sensorial design.



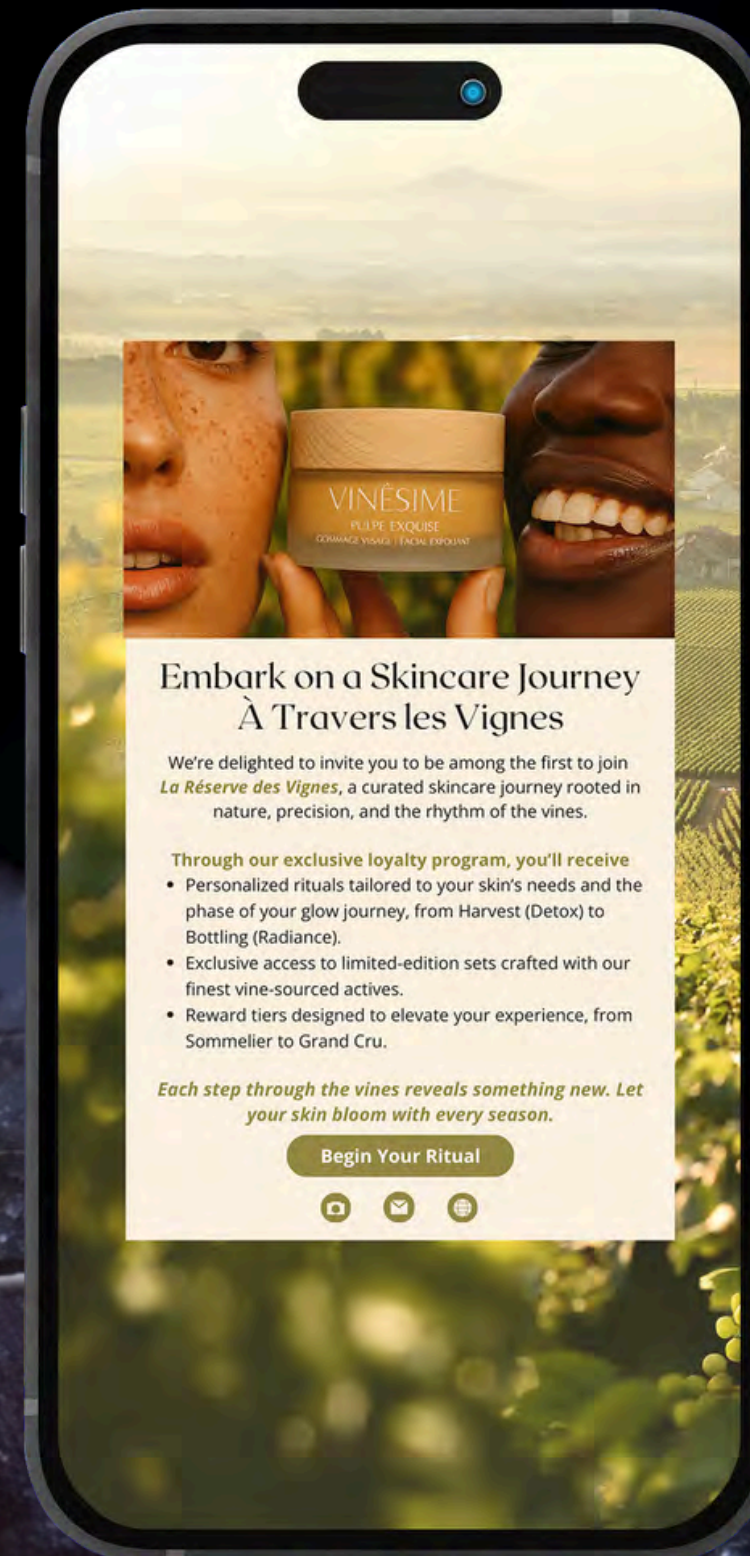
**Social Media Revamp**  
Vineyard-inspired editorial grid



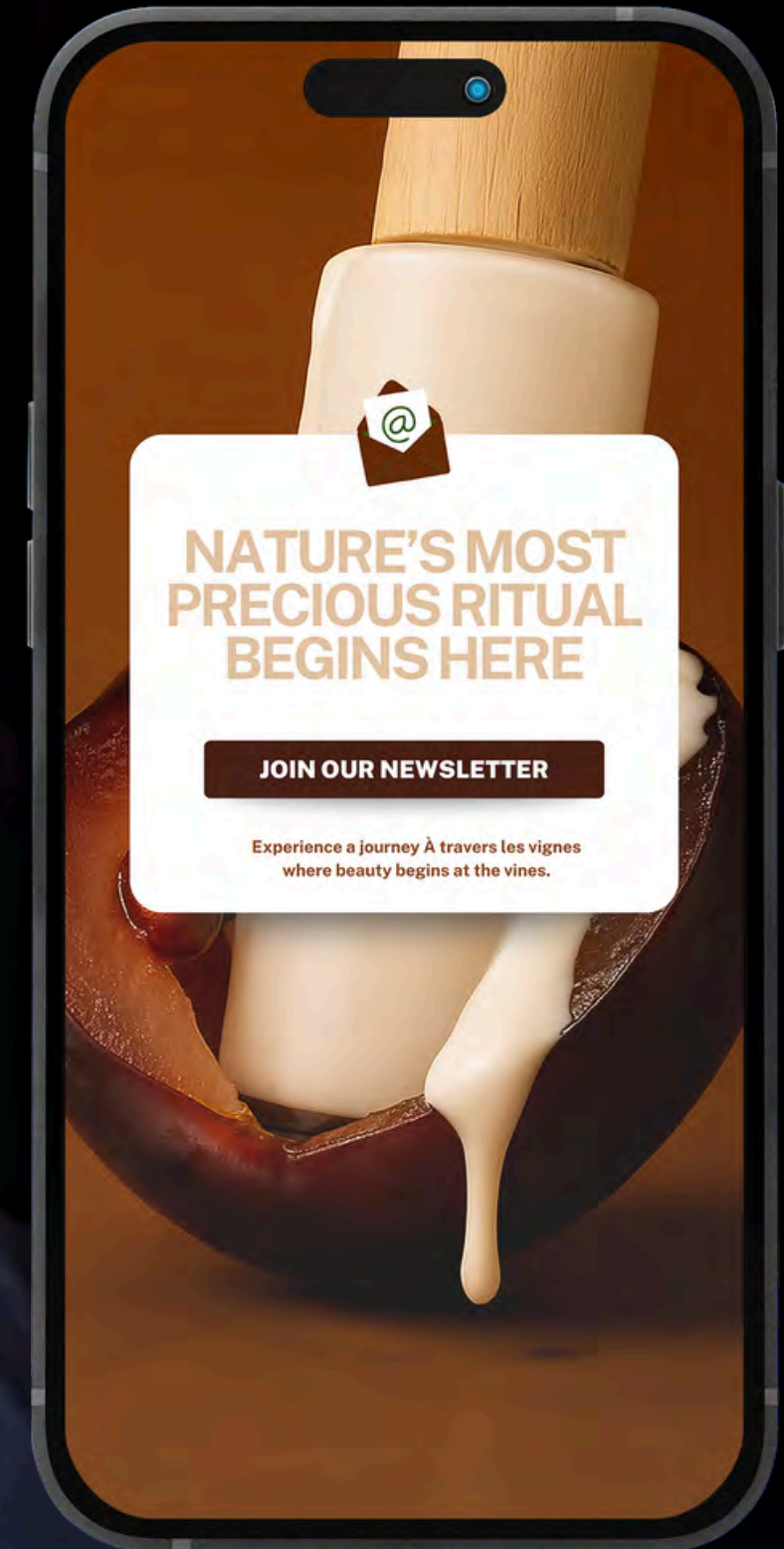
# Driving conversions with immersive content, newsletter rituals, and CRM-powered experiences.



**Social Media Advertising**  
Content Series



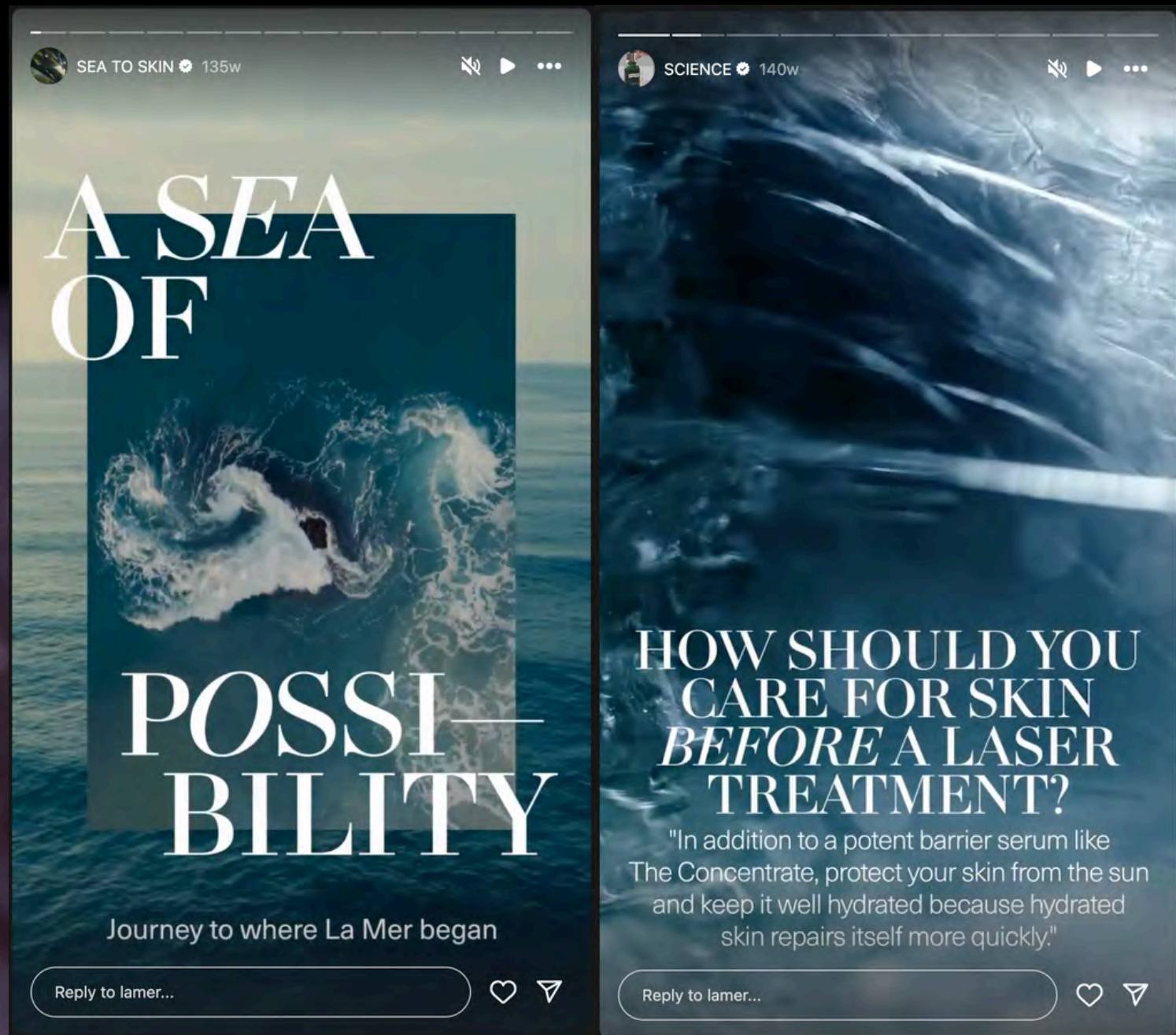
**Email & CRM Personalization**  
Pop-up Notification / Email



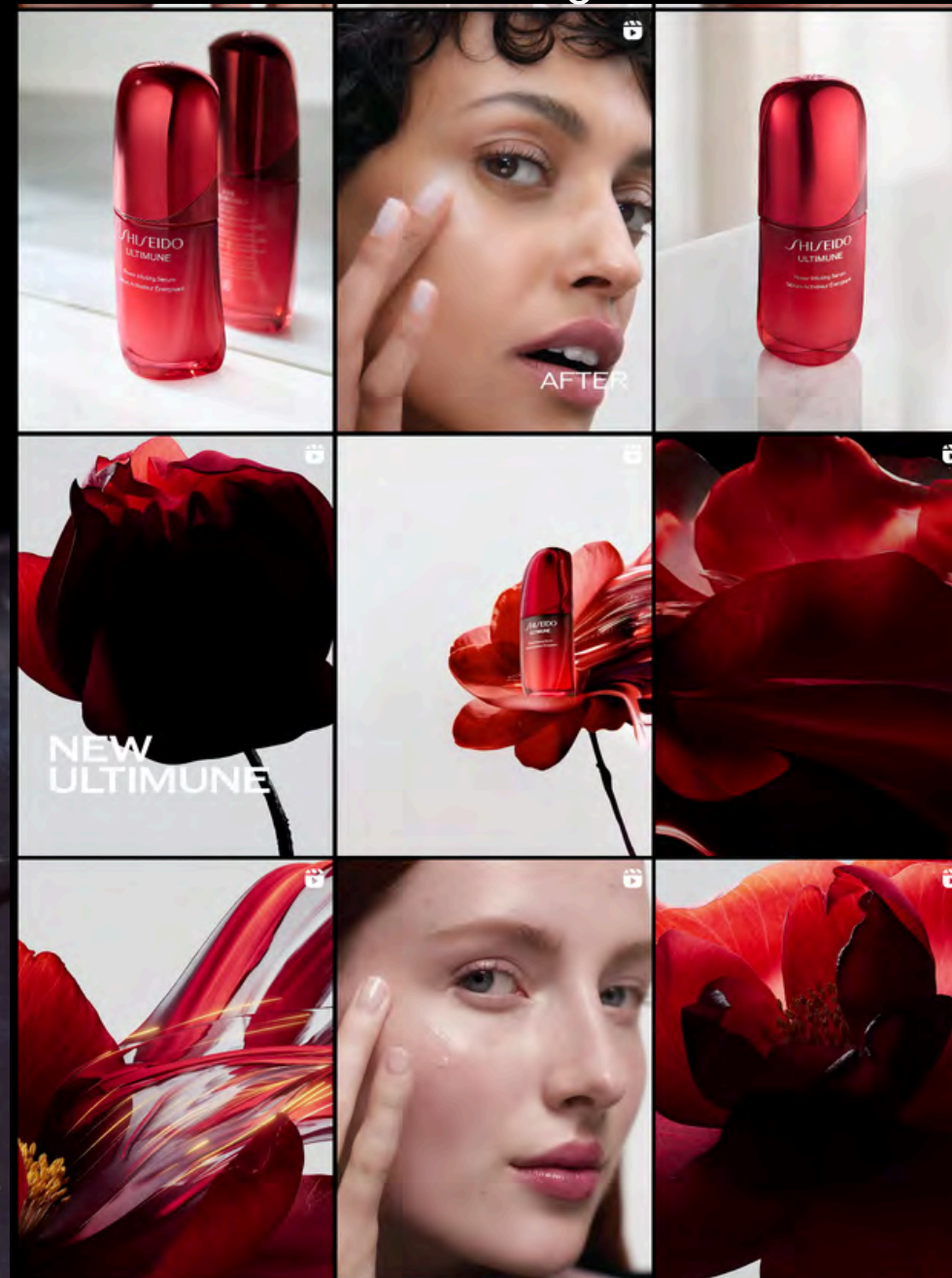


Leading skincare brands use editorial storytelling and personalized CRM to elevate visibility, boost retention, & guide consumers along the purchase journey.

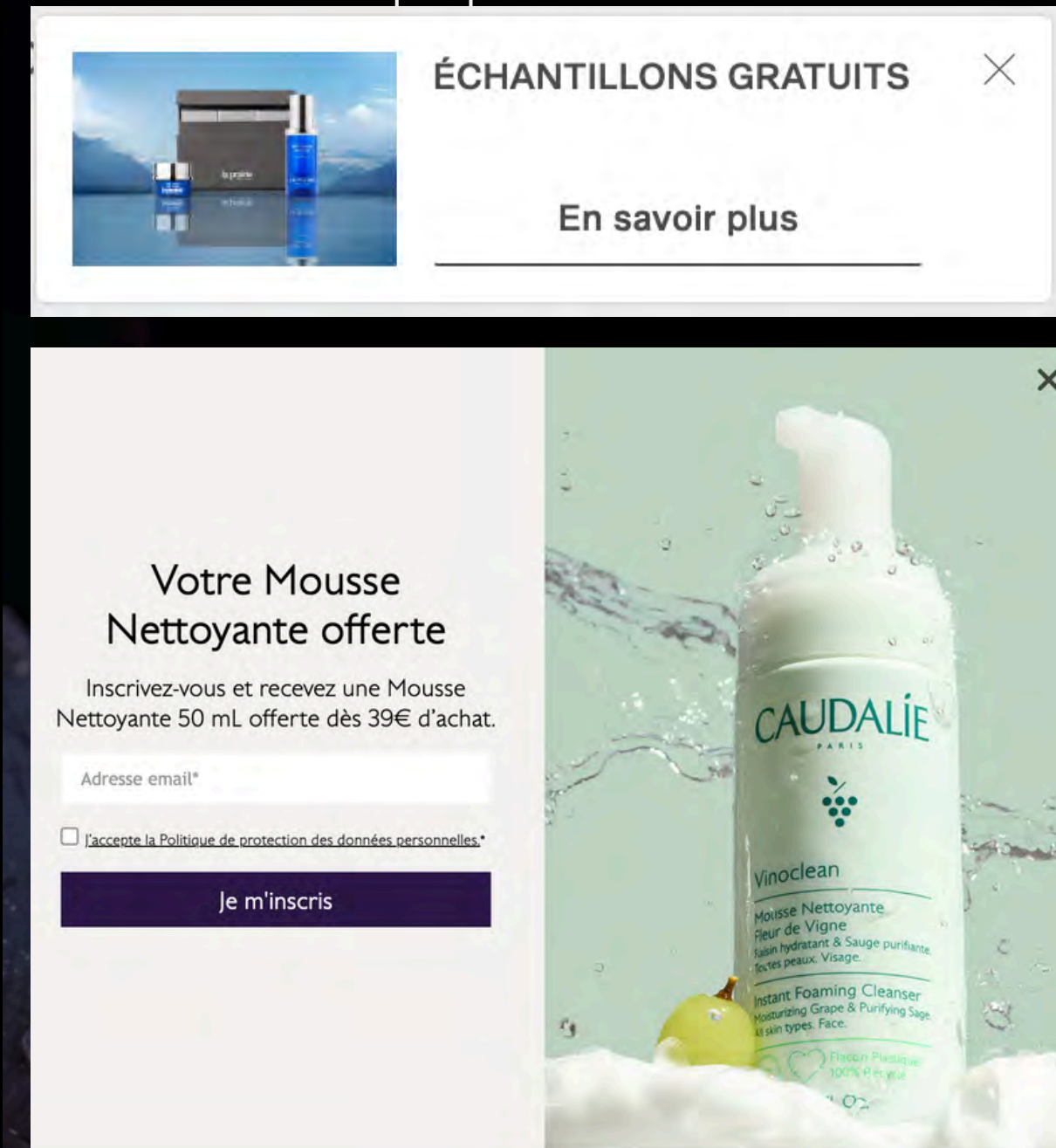
**La Mer**  
Content Series



**Shiseido**  
ABA, BAB grid



**La Prairie & Caudalie**  
Pop-up Notification





# Bringing the brand to life through vineyard-based PR retreats and sensorial activations that drive press-driven visibility and deepen media engagement.

## Strategic PR & Press Trips

- **Invite-Only Retreat:** Curated event in Burgundy featuring vineyard tours, spa rituals, and brand storytelling.
  - **Pre-Event PR Package:** “Influencer & Sommelier” PR package, vineyard-inspired teaser boxes to all attendees.
  - **Video Production:** Capture full experience for repurposing into branded YouTube and Instagram reels.
- Invite beauty journalists & luxury lifestyle bloggers to exclusive “À travers les vignes” vineyard immersion/experience.

## Events & Brand Activations

- Host an annual luxury skincare & wine retreat for B2B partners in collaboration with the vineyards.
- Create a **Vinothérapie Lounge Experience** at Beauty Fairs
  - **Booth Design:** Sensory spa-style layout with wine aroma diffusion, velvet seating, and on-the-spot rituals.
  - **Sampling:** Live grape-seed massage and texture-testing led by spa aestheticians.
  - **Lead Generation:** Capture email sign-ups via a vineyard ritual “quiz” to match products.





Vinésime's experiential beauty fair lounge and teaser box activate luxury storytelling through wine, wellness, and exclusivity.



**Vinothérapie Lounge**  
Experience at Beauty Fairs



**PR Box**  
"Influencer & Sommelier"



**PR Box**  
"Influencer & Sommelier"



Luxury beauty brands leverage experiential PR and sensorial activations to boost media engagement & build brand desirability.

**La Mer**  
"The Wish Lab"



**Glossier**  
"Glossier You" & "Glossier Black Cherry"





# Multi-phase calendar aligning campaign moments

1

Campaign Launch

2

Ritual Activation

3

Conversion

4

Loyalty & Recall

## A travers les vignes

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

• Launch spa sensory corners to immerse guests in the ritual

• Deploy CRM welcome flows & loyalty club tiers

• Launch WineSkin Ritual skincare content campaign

• Activate push notifications & email storytelling journeys

• Send co-branded gifting kits to priority spa partners

• Host onboarding & training webinars for spa teams

• Launch the partner-exclusive digital gifting calendar

• Initiate partner follow-up & collect structured feedback

• Launch seasonal advent calendar + discovery sets in spas

• Activate in-spa storytelling tools & training materials

• Deploy co-branded CRM/email support campaigns

• Send "À Travers les Vignes" PR teaser boxes to influencers & sommeliers

• Host luxury retreat event in Burgundy for press & guests

• Share post-retreat press content, UGC, and follow-up kits

• Revamp Instagram grid with vineyard-to-beauty storytelling

• Launch email + blog content on skincare rituals and brand narrative



# Performance will be measured across B2B, B2C, & B2B2C levers using KPIs tied to engagement, conversion, and loyalty.

## B2B Strategy Elevating Partnerships

### VIP Gifting & Co-Branded Drops

- Number of co-branded collaborations with high-end spas and hotels
- Increase in bulk orders from B2B partners
- Engagement rate of PR-seeded content (mentions, shares, backlinks)

### Partner CRM Onboarding & Digital Marketing

- Spa/hotel partner retention rate
- Email open and click-through rates for B2B newsletters
- Attendance rate of training webinars

## B2C Strategy Direct Engagement Implementation

### End-of-Tour Experience

- Sales conversion rate from pop-up skincare corners
- Sampling redemption rate (trial kits to full-size purchases)
- Customer satisfaction score from post-experience surveys

### Loyalty Club Launch

- Number of new members onboarded
- Repeat purchase rate among loyalty members
- Average order value (AOV) increase from personalized skincare sets

## B2B2C Seasonal Luxury (Advent Calendar & Ritual Sets)

### Advent Calendar Campaign

- Pre-order sales volume and sell-through rate
- Social media engagement on unboxings (shares, comments, saves)
- B2B partner participation rate in exclusive early access program

### Cross-Selling Ritual Sets

- Sales uplift in bundled skincare sets
- Engagement rate of online quizzes recommending rituals
- In-store conversion rate from storytelling displays



# Engagement, conversion, and loyalty will be measured through platform-specific KPIs across all activation levers.

## Digital & Content Strategy Immersive Storytelling Implementation

### Social Media Revamp

- Follower growth and engagement rate per post
- Video completion rate on storytelling reels
- Click-through rate (CTR) on Instagram & Pinterest paid ads

### Email & CRM Personalization

- Open and conversion rates of personalized email sequences
- Effectiveness of pop-up notifications (CTR, conversion)
- Churn rate reduction among engaged CRM users

## PR and Offline Marketing

### Public Relations

- Media mentions & share of voice in luxury & wellness media
- Influencer engagement & unboxing volume
- Attendance at press previews, gifting suites & pop-ups

### Offline Marketing

- In-store POS engagement & sampling conversion rate
- Seasonal set sell-through & pop-up ROI
- Spa partner growth & staff training completion



# Executive Summary - “À Travers les Vignes” Campaign

## Challenge

Vinésime’s spa-focused strategy offers strong B2B foundations, yet presents an opportunity to enhance partner engagement and extend visibility beyond hotel and spa environments.

## Insight

French beauty consumers are shifting toward experiential, wellness-led skincare, valuing rituals, seasonal gifting, and premium storytelling.

## Opportunity

Leverage Vinésime’s vineyard heritage and spa credibility to emotionally connect with consumers and strengthen partner relationships.

## Strategic Concept

À Travers les Vignes – a sensorial storytelling campaign activating Vinésime’s universe across all touchpoints.

01

02

03

04

05

06

## Key Actions

- **B2C:** Launch WineSkin routine, spa pop-up corners, CRM personalization, and push notifications.
- **B2B:** Co-branded gifting kits, onboarding rituals, loyalty webinars, and digital training.
- **B2B2C:** Advent calendar, spa discovery sets, and co-branded in-spa CRM activations.
- **PR & Offline:** Influencer teaser box, Burgundy retreat, and experiential beauty lounge.
- **Digital:** Instagram grid revamp, vineyard-to-beauty blog series, and targeted email/ads.

## Expected Outcome

Increased visibility, enhanced consumer loyalty, stronger spa partnerships, and elevated luxury positioning.

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