



Finding an ideal beauty product brand for oneself is a very time-consuming process which requires loads of efforts in searching the brand, trying its products on, then collecting advices and personal opinions from those who have been using the products, etc. I used to be in that process but at the end I've fallen in love with **Clarins** – a

French luxury Cosmetics Company, which manufactures high-class skincare, makeup and fragrances products, and it is the No.1 premium skin care brand in Europe.



From my own point of view, **Clarins** reveals itself in the mind of its female customers with the following statements:

- State-of-the-art skin care solutions
- Luxurious beauty product range with typical French cosmetics' style (i.e. unique rosy scents, sophisticated colours and designs)
- Reasonable price range (≥€30 up to roughly €500) compared to other premium beauty brands such as Dior, Chanel, Lancôme, etc.

Brand Identity of Clarins:

1. CLARINS AS A PRODUCT:

Clarins is well-known as a *French Cosmetics Group* specialising *high-class beauty products* ranging from skincare to fragrances. *Women from 20 up to 70 years of age* use **Clarins** products to:

- ⊗ Improve and enhance their skin conditions
- ⊗ Look sexier, more confident and sophisticated with French beauty style.
- ⊗ Save time preparing themselves for work or other occasions (as the products are easy to apply and last for all day long)

Clarins' products are characterised with *being self-confident, sophisticated, urban looking and "scientifically" beautiful* (i.e. the products are developed by the professional R&D team working in Clarins Laboratories which have been awarded high-level accreditations that go beyond the required regulatory standards and commitment to consumer safety).

2. CLARINS AS AN ORGANISATION:

Clarins is a French Cosmetic Group which is:

- ⊗ *Scientifically oriented*, aiming to offer female customers top-qualified beauty solutions.
- ⊗ Internationally recognised and it operates all over 52 nations worldwide.
- ⊗ Environmentally friendly (i.e. reduced greenhouse gas emissions in the laboratory, say NO to testing products on animals).
- ⊗ The No.1 luxurious skin care brand in Europe starting from 1990.



3. CLARINS AS A PERSON:

Clarins beauty products range can be symbolised as a woman who is:

- ✿ In her early 30s.
- ✿ Married with children
- ✿ Urban citizen, very confident and successful in her career and marriage life.
- ✿ Sexy and elegant
- ✿ Independent, out-going, dynamic and love socialising.

4. CLARINS AS A SYMBOL:

Clarins' logo is simple but very eye-catching with pretty dark red coloured capital letters stating "CLARINS" and a smaller sized letters stating "Paris" which is where the company was first launch its first beauty store in 1954. This logo is standardised all over Clarins stores worldwide.

In my opinion, the red colour of **Clarins** logo does not only make the brand stand-out among other brands, it also represents the colour of roses which are associated with beautiful and sophisticated women in particular. From that message, I think the company aims to transform every single woman in this world with the beauty concept of French Cosmetics Industry.