



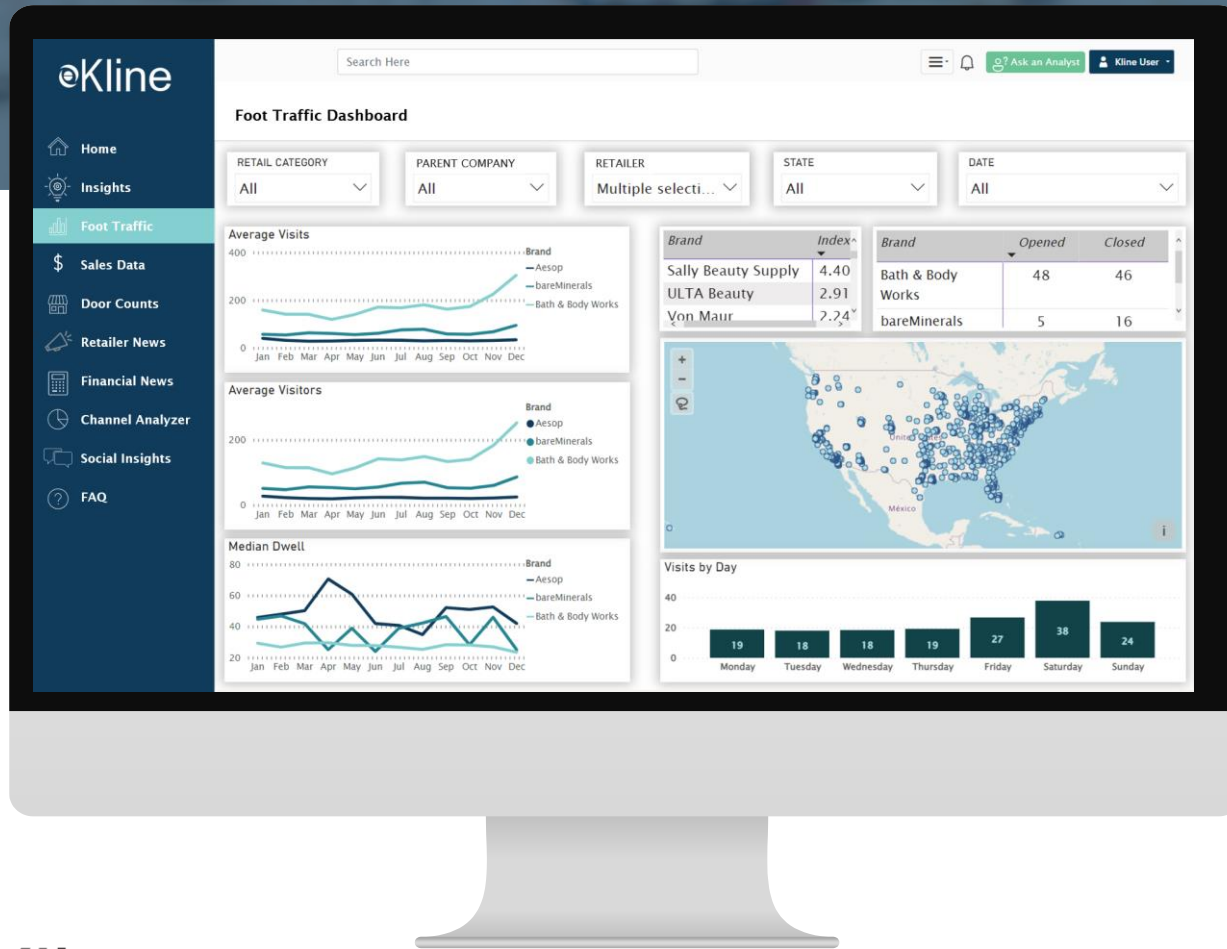
# INTELLIGENCE CENTER

Beauty Destinations

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# About the Beauty Destinations Intelligence Center

This new digital platform gathers, processes, and understands large volumes of data relating to the U.S. beauty retailing industry on an ongoing basis.



This platform will help you:

- Frequently measure the sales performance of 30+ retailers
- Keep track of store openings and closures
- See visitor, visits, and dwell trends
- Benchmark against competing retailers
- Stay up-to-date on the latest channel and retailer developments

# Monitors Channels and Sub-Channels Performance

## DEPARTMENT STORES



- Low-end
- Traditional
- Specialty

## E-COMMERCE



- Brick-and-mortar e-tailers
- Branded websites
- Third-party e-tailers

## PROFESSIONAL OUTLETS



- Salons
- Spas
- Medical care providers

## DIRECT-TO-CONSUMER



- Home shopping networks
- Infomercials
- Social selling

## FOOD OUTLETS



- Health/Natural food stores
- Supermarkets

## SPECIALTY STORES



- Apparel
- Beauty supply
- Cosmetics specialty
- Vertically integrated

## DRUG OUTLETS



- Chain drugstores
- Independent drugstores

## MASS MERCHANDISERS



- Big-box retailers
- Dollar stores
- Warehouse clubs

## ➤ Measures monthly performance of top and/or hard-to-track retailers

### APPAREL STORES



- Abercrombie & Fitch
- Victoria's Secret

### BEAUTY SUPPLY STORES



- Sally Beauty Supply

### VERTICALLY-INTEGRATED SPECIALTY STORES



- Aēsop
- Atelier Cologne
- bareMinerals
- Bath & Body Works
- Benefit
- DECIEM
- Jo Malone London
- Kiehl's
- Le Labo
- L'Occitane en Provence
- Lush
- MAC
- Origins
- The Body Shop
- Urban Decay

### COSMETIC SPECIALTY STORES



- bluemercury
- Credo
- Follain
- goop
- Harmon
- Morphe
- Perfumania
- Sephora
- Ulta Beauty

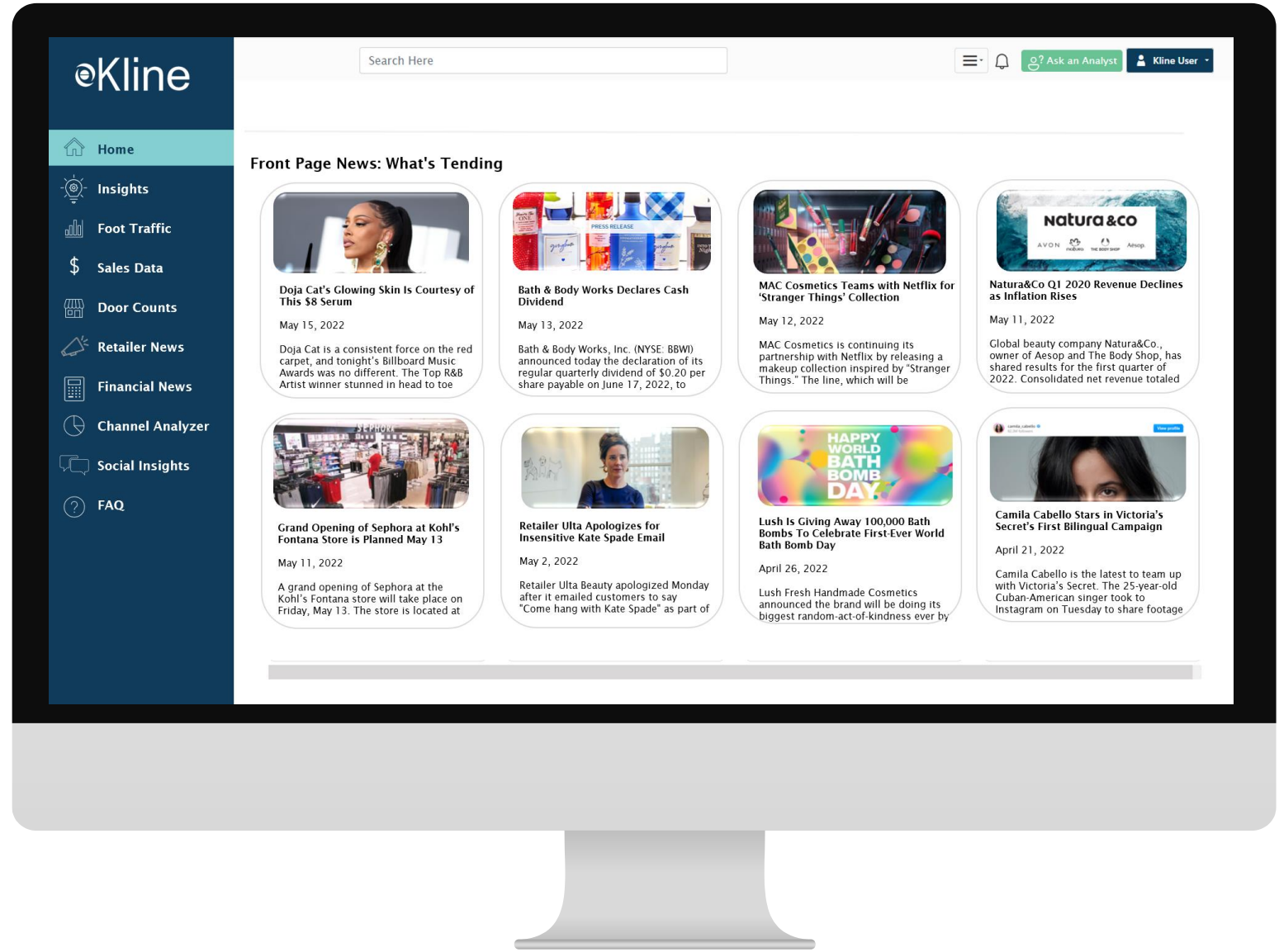
### DEPARTMENT STORES



- Bergdorf Goodman
- Bloomingdale's Outlet
- Dillard's
- Neiman Marcus
- Nordstrom
- Von Maur



At-your-fingertips  
highly-curated,  
relevant content  
on the latest  
trends and  
developments



# Contents of the Platform



## Home

Landing page featuring a “front news” section



## Insights

Kline’s take on the latest channel developments, along with channel snapshots



## Foot Traffic

Compare and contrast retailers and retail categories by number of visits, visitors, dwell time, and more



## Sales Data

Monthly refresh on the sales performance of each retailer



## Door Counts

Monthly updates of total door counts openings, and closures



## Retailer News

Real-time newsfeed on various aspects of the beauty retail landscape, filtered by each retailer



## Financial News

At-your-fingertips investor relations content for publicly held retailers, including news, financial filings, and stock information



## Channel Analyzer

At-a-glance annual channel performance organized by channel, sub-channel, and product class



## Social Insights

Social listening insights filterable by retailer, including number of mentions, trending topics, and more



## FAQ

Frequently asked questions, definitions, and scope

# Methodology: Digital Tracking + Kline Expertise

## SOURCES OF INFORMATION



Foot traffic measurement  
Real-time news monitoring  
platforms and tools  
In-depth interviews  
Store checks

## KLINE TEAM



Filter content  
Add insights and analysis

## DELIVERABLE



Interactive platform



**Kline** is a worldwide consulting and research firm dedicated to providing the kind of insight and knowledge that helps companies find a clear path to success. The firm has served the management consulting and market research needs of organizations in the agrochemicals, chemicals, materials, energy, life sciences, and consumer products industries for more than 60 years.

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