

THE INNOVATION GROUP

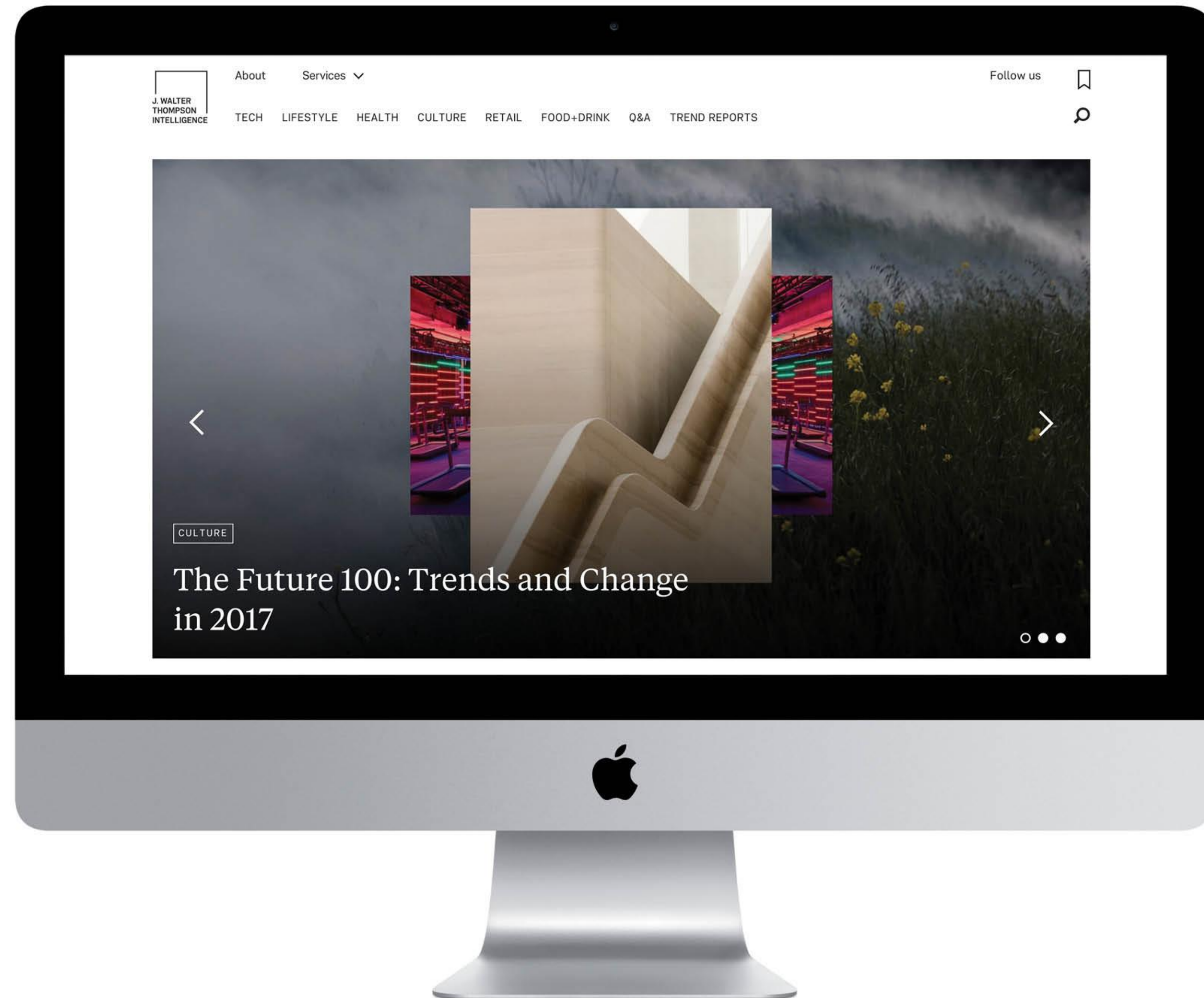
WHAT'S NOW, WHAT'S NEXT, WHAT MATTERS, HOW TO LEVERAGE IT



INNOVATION
GROUP

J. WALTER
THOMPSON
INTELLIGENCE

WWD



www.jwtintelligence.com

MACRO TREND
REPORTS



GLOBAL MARKET
REPORTS



ETHNOGRAPHIC
RESEARCH



The background is a collage of three women's faces. The woman on the left has long dark hair, blue eye makeup, and is covering her eyes with her hand. The woman in the middle has dark hair pulled back, blue eye makeup, and is looking upwards. The woman on the right has reddish-brown hair and is looking to the side. A white text box is centered over the collage.

BEAUTY INNOVATORS: THE DYNAMIC US BEAUTY CONSUMER AND THE BRANDS THAT ARE WINNING



HAIR

MAKEUP

MACRO BEAUTY PICTURE

ABOUT

BOOK AN
APPOINTMENT



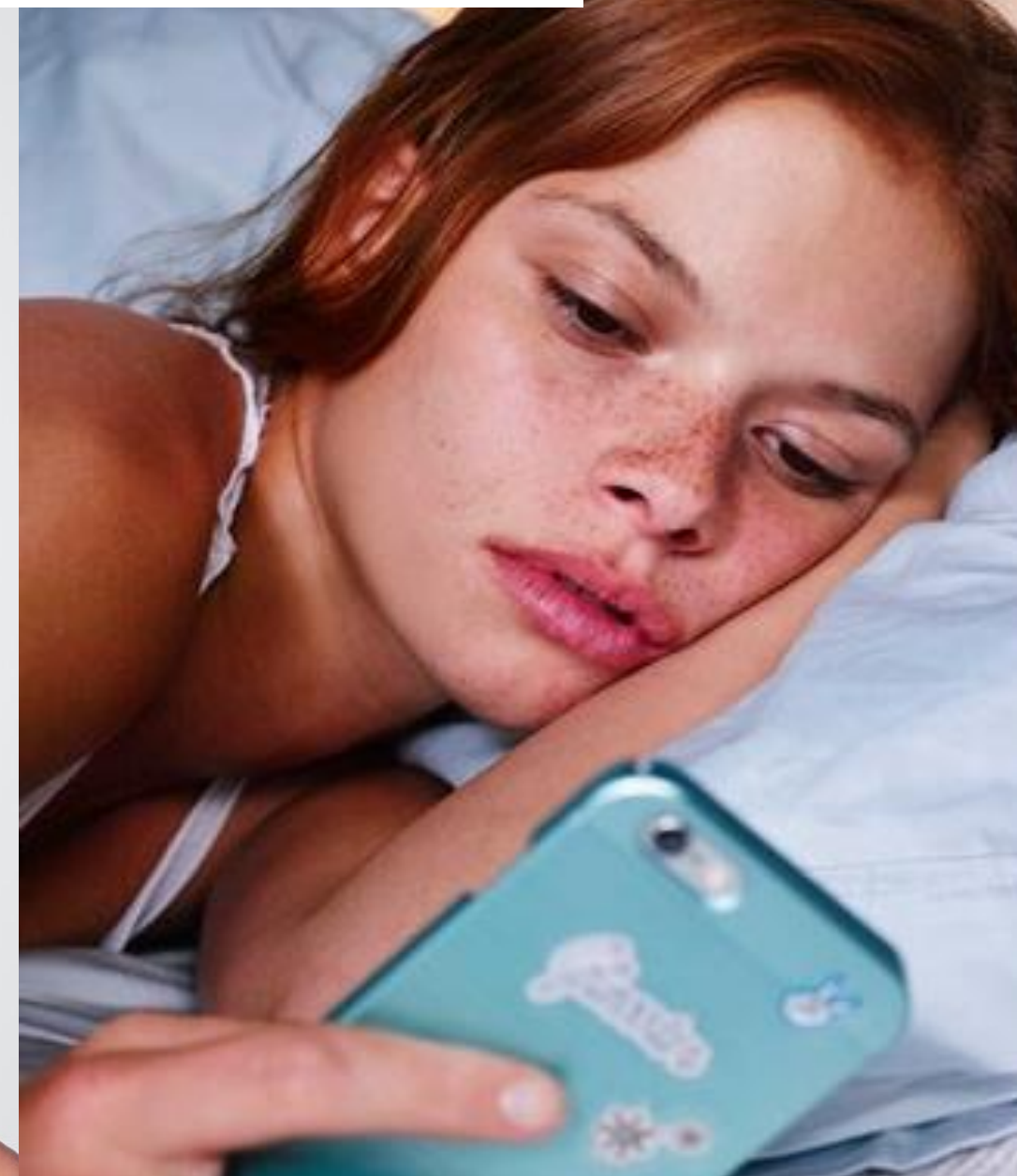
GENERATION Z

School of Doodle. Founded by Molly Logan and Elise Van Middeltem

SCHOOL OF
DOODLE



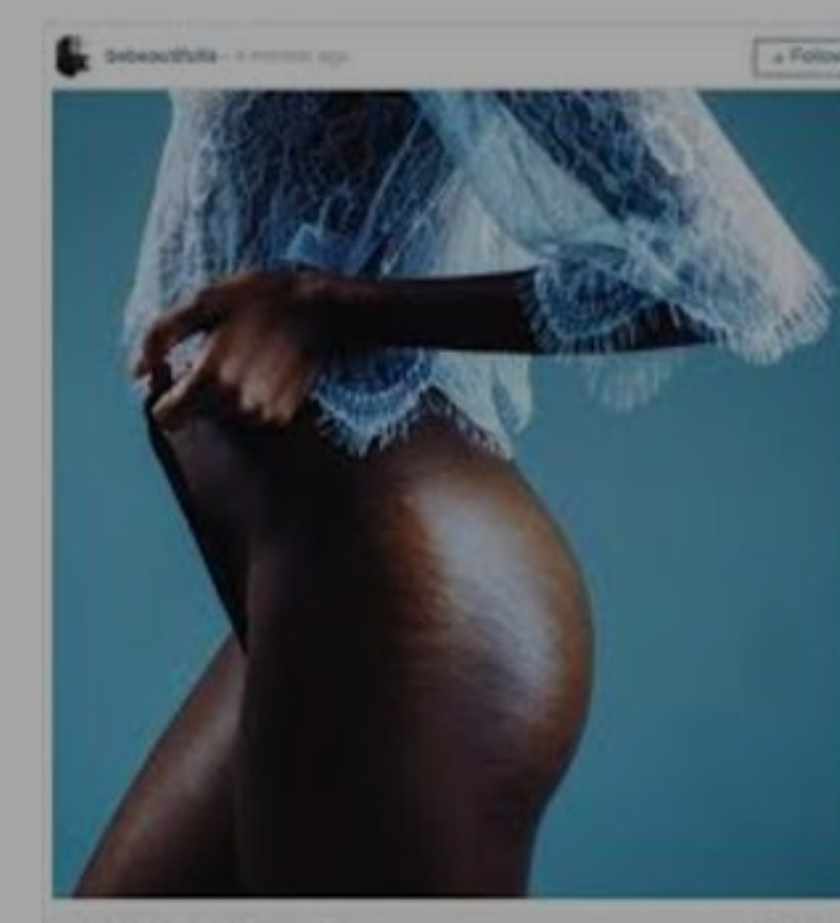
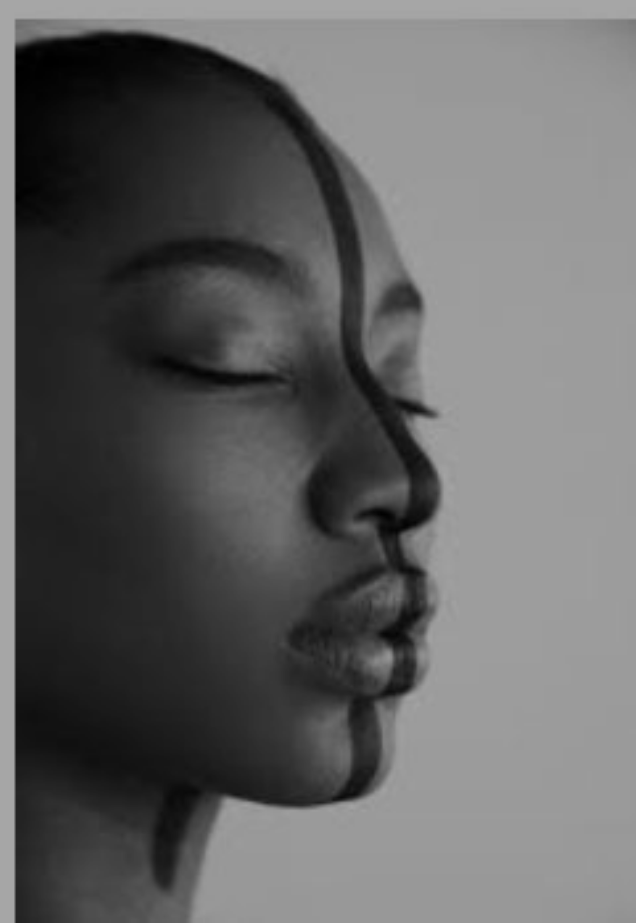
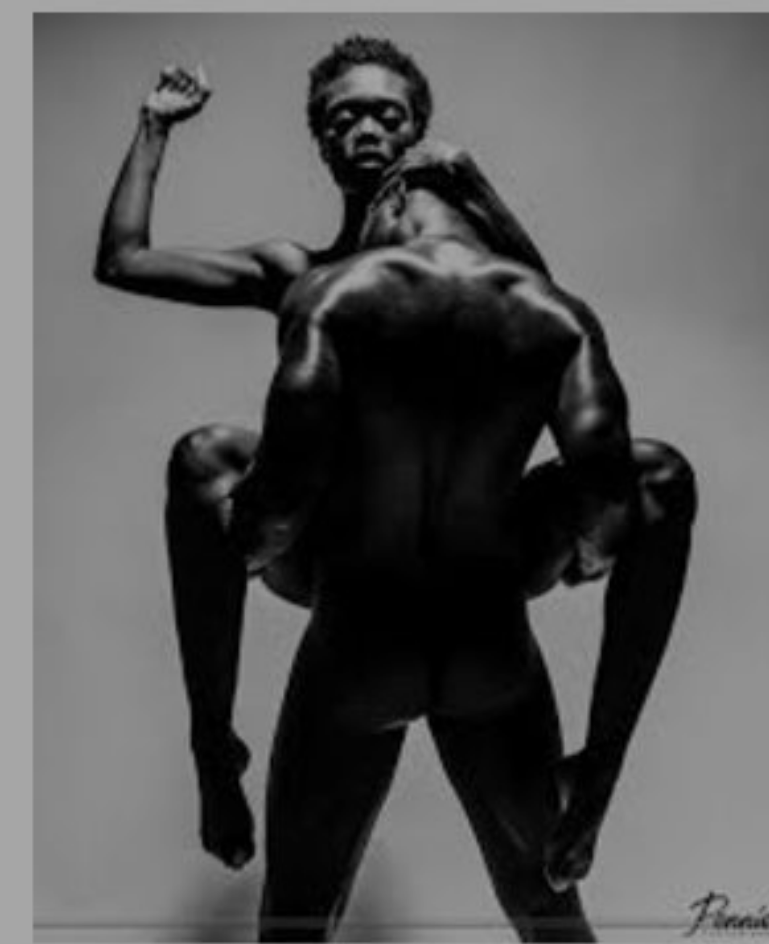
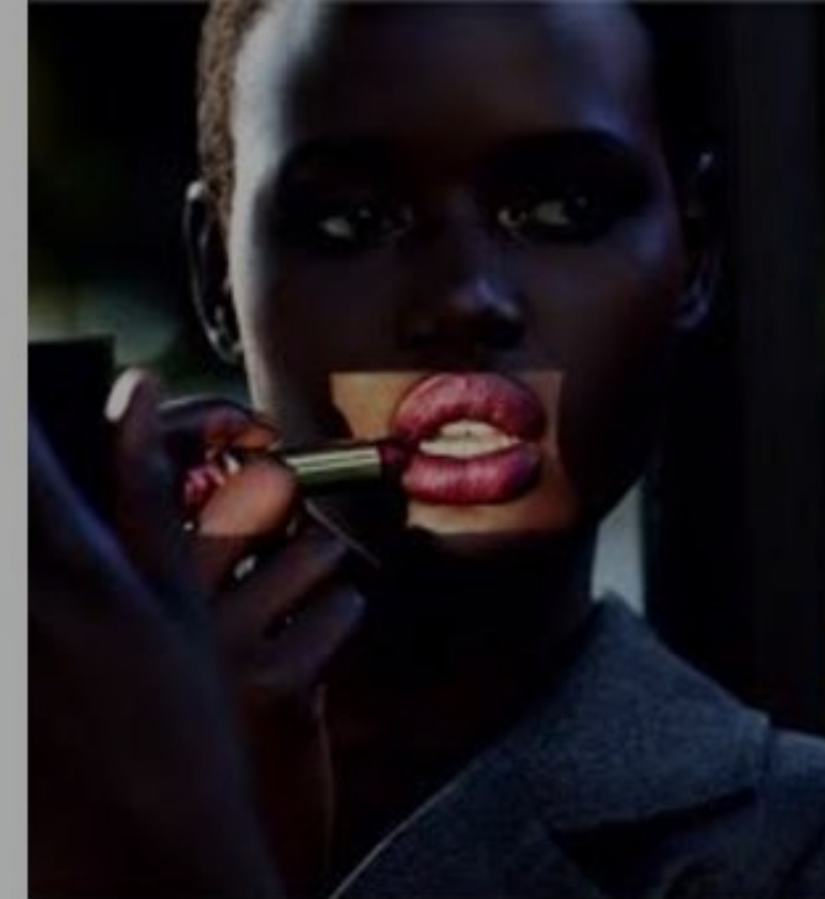
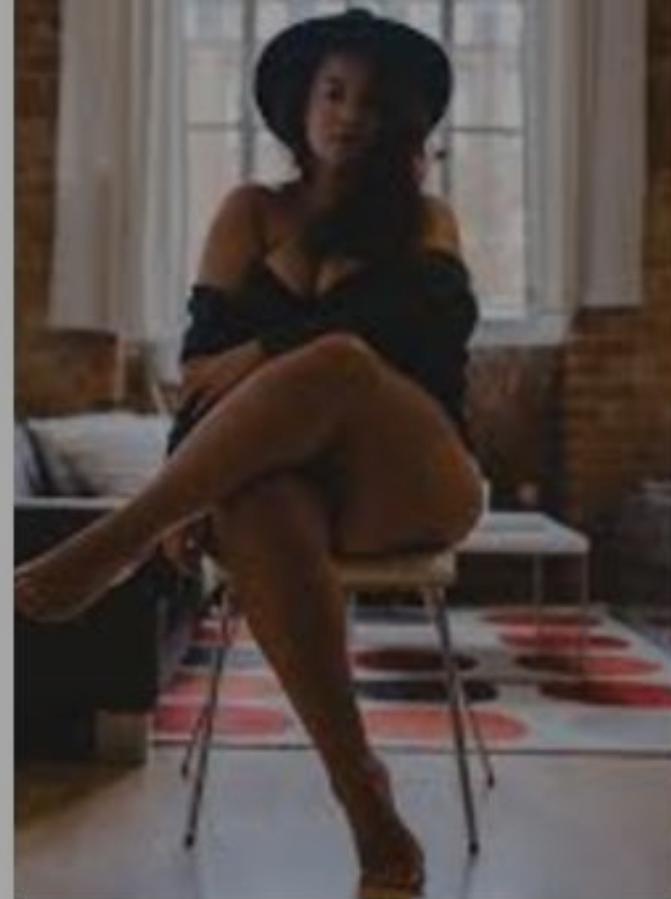
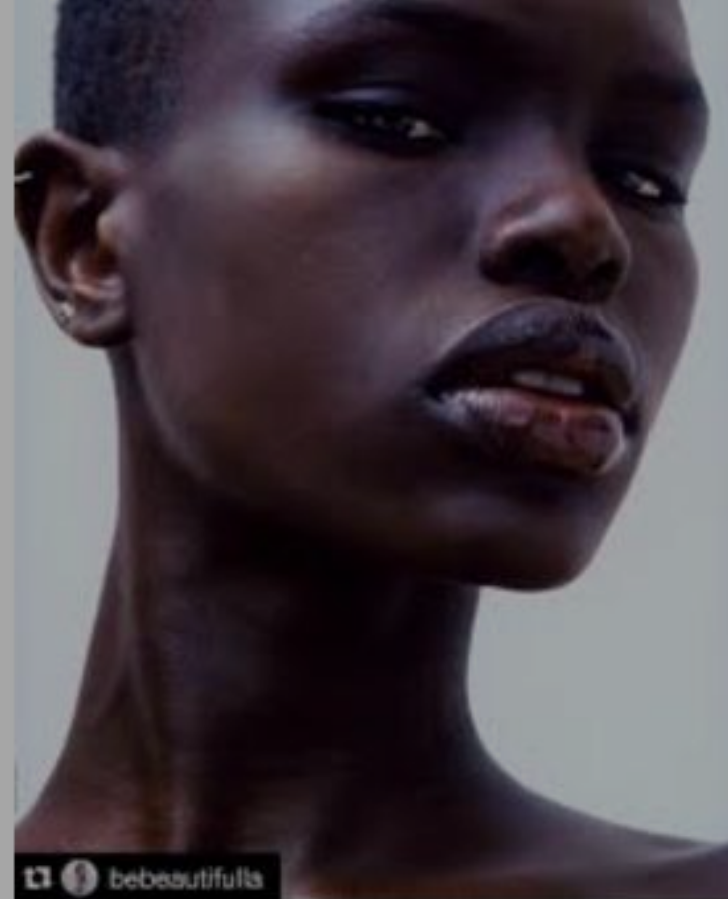
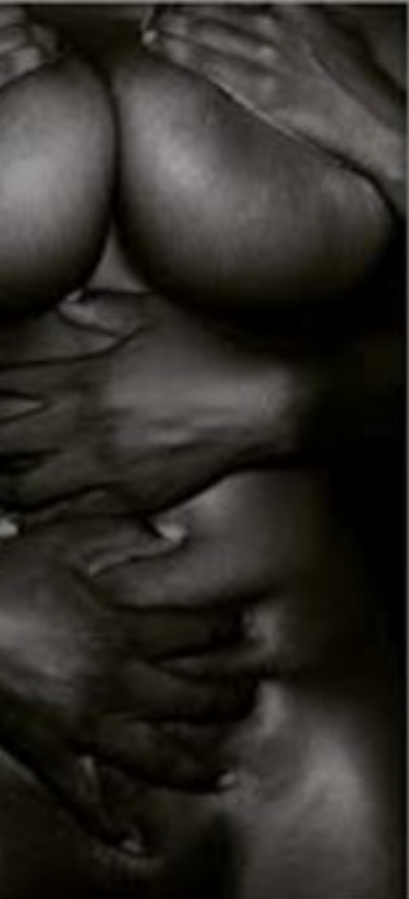
NEW VISUAL LANGUAGE





FEMINISM 4.0

Beach Body Inspiration by Ashley Armitage: Teen Vogue



A portrait of an elderly woman with short, wavy white hair and light blue eyes. She is resting her chin on her right hand, looking directly at the camera with a thoughtful expression. She is wearing a white collared shirt. The background is dark and out of focus. A white rectangular box with a thin border is overlaid across the middle of the image, containing the text "BLURRING GENERATIONS" in white, bold, sans-serif capital letters.

BLURRING GENERATIONS



Grow up.
Dress proper.

Drive



www.mercedes-benz.com/growup



WELL ECONOMY

A large crowd of people is sitting on a rooftop lawn, looking towards the left. In the background, a city skyline with several tall buildings and smokestacks is visible under a hazy sky. The scene is captured in a warm, slightly desaturated color palette. A white rectangular box is superimposed over the center of the image, containing the text "EXPERIENCE FIRST".

EXPERIENCE FIRST



A Google Home smart speaker is centered on a round, light-colored marble table. The speaker is a light gray color with a textured, mesh-like surface. The background is a dark, out-of-focus interior space. A white rectangular box with a thin border is superimposed over the center of the image, containing the text "TOTAL CHANNEL DISRUPTION" in white, bold, uppercase letters.

TOTAL CHANNEL DISRUPTION

Google Home

NEW MODELS

KYLIE
MATTE LIQUID LIPSTICK & LIP LINER
ROUGE À LÈVRES LIQUIDE MAT ET CRAYON À LÈVRES

KYLIE
MATTE LIQUID LIPSTICK & LIP LINER
ROUGE À LÈVRES LIQUIDE MAT ET CRAYON À LÈVRES

KYLIE
MATTE LIQUID LIPSTICK & LIP LINER
ROUGE À LÈVRES LIQUIDE MAT ET CRAYON À LÈVRES

BEAUTY INNOVATORS

Google Home

*in Gloop
Health*

EXPERIENCES



BEAUTYCON









FACE SCRUBS

STEP 1:
PICK YOUR EXFOLIATION LEVEL

GENTLE

MODERATE

DEEP

STEP 2:
SELECT YOUR EXFOLIANT

RICE
POWDER
GENTLE

COCONUT
SHELL POWDER
MODERATE

WALNUT SHELL
POWDER
DEEP

STEP 3:
CHOOSE THE INGREDIENTS
YOUR SKIN WILL ❤️

AVOCADO
HONEY

PINEAPPLE
MANGO

WATERMELON
AGAVE

COCONUT
CACAO

BLACKBERRY
BASIL

CUCUMBER
KALE

BODY LOTIONS

STEP 1:
PICK YOUR LOTION

LIGHT

RICH

STEP 2:
CHOOSE THE INGREDIENT
YOUR SKIN WILL ❤️

HONEY

COCONUT

PAPAYA

STEP 3:
PAIR IT WITH A FRIEND

FIG

ACAI

PEACH

GINGER

LIME

HONEY
DEW

MANGO

PINK
LYCHEE

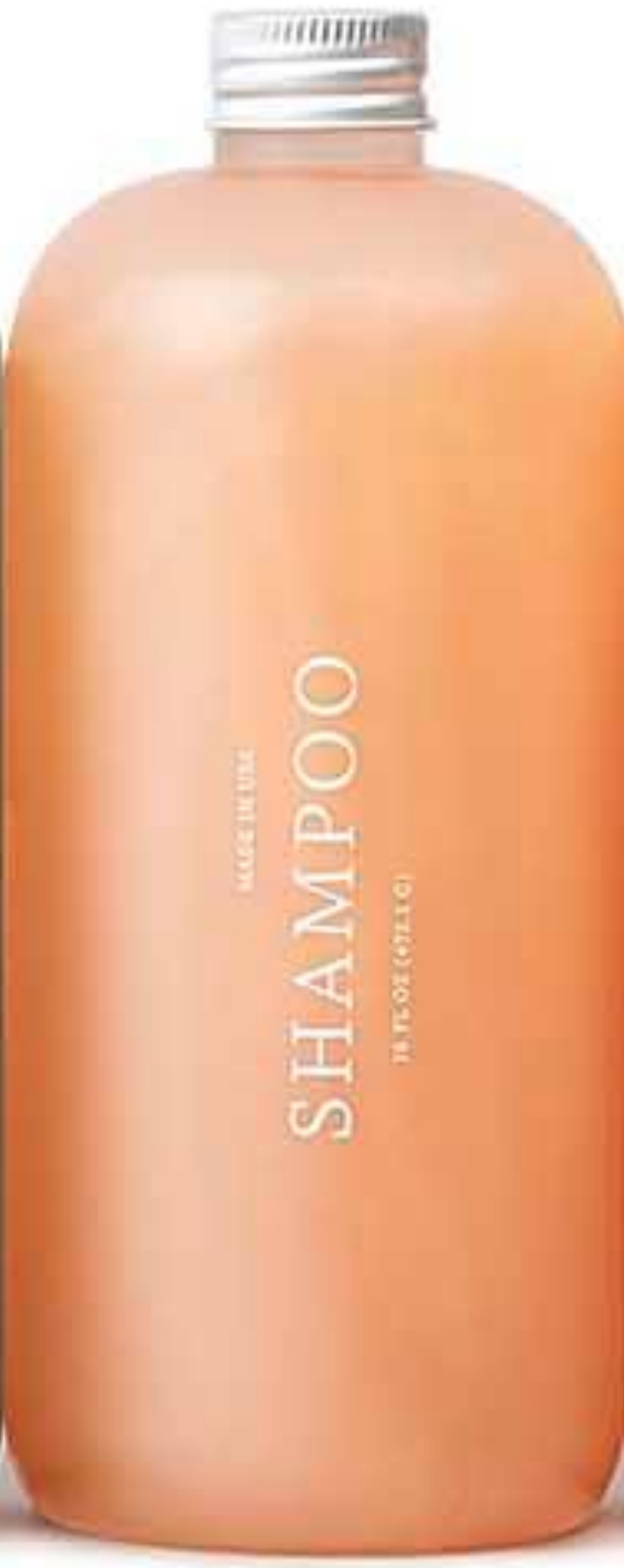
PISTACHIO



3

4





HOLISTIC BEAUTY

THE WELLNESS CLINIC

Saks WELLERY

BENDABLE BODY
BLINK BROW BAR
BREATHE SALT ROOM
CARE/OF
CONBODY

DECORTÉ
DRIVE 495
GLOW RECIPE
GREYSON
HFACTOR

MARTONE
PELTON
PXG
RON DORFF
SKINNEY MEDSPA
SUNDAYS STUDIO
TECHNOGYM
TRISH McEVOY
BODYISM COMING SOON

#SaksWellery

h
FACTOR

Saks
WELLERY
CONCIERGE







goop Clean Beauty

THE EDITORS OF goop

FOREWORD BY
Gwyneth Paltrow

goop
press

GRAND CENTRAL
Life & Style
NEW YORK • BOSTON

Empowering Women

&

Finding Your Genius

A chat with...

NEW MODELS

Amy Errett

Co-founder and CEO of Madison Reed on resilience, transforming DIY hair color and managing from love, not fear.

[Read Story](#)



CATEGORIES



INTRODUCING

MY UV PATCH

TECH + CHANNELS

The first-ever wearable patch that allows you to measure and monitor UV exposure.

[JOIN THE WAITING LIST TODAY](#)





POLISHED BROW



LOOKS



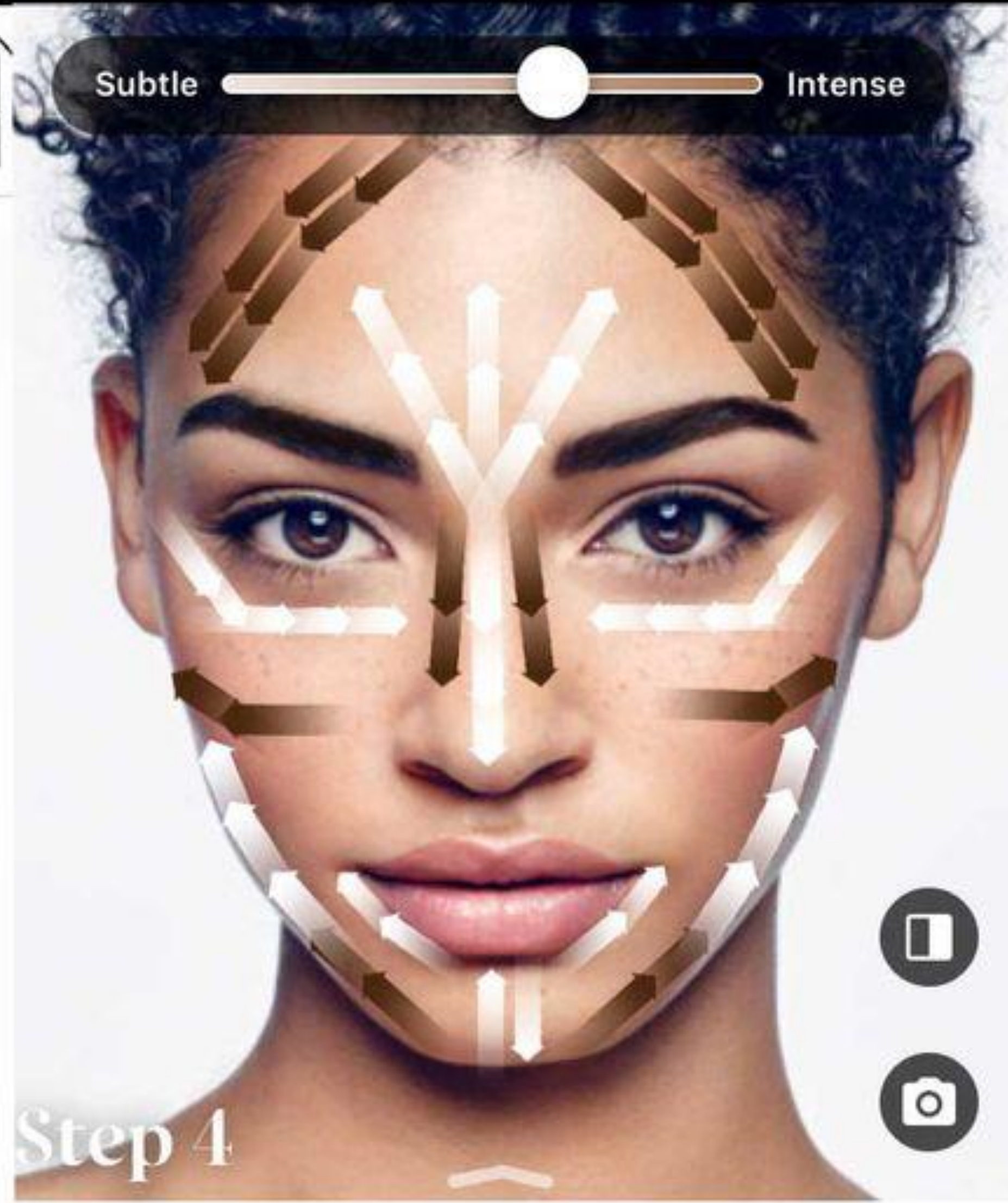
CONTOURING



straight, hold pencil
nostril to the iris and
mark



WINGED LINER & RED LIP



With a stippling motion, blend
in product using a contour
brush or sponge







**welcome
to our virtual nail salon**



MARKETING

BODY HERO







Take-aways

1. Experience matters
2. Consider representation
3. The definition of beauty is expanding in the US
4. Technology is about more than commerce
5. Could you take advantage of channel change?

CONTACT

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THANK YOU



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