



WHEADON BLENDS STYLE AND SUSTAINABILITY INTO A PERFUMERY

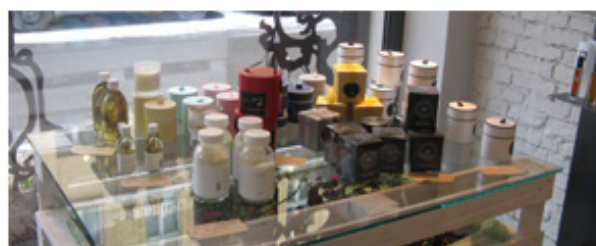
Wheadon's combination of niche and upscale mainstream brands, and its innovative approach to beauty treatments, makes the perfumery a welcome addition to Berlin's trendy Mitte district

- Nicole Wheadon's eponymous perfumery is located in Berlin's Mitte district
- The perfumery offers both niche brands and international heavyweights
- The treatment rooms provide uniformly priced facials and barbering services

Style and sustainability

Perfumery Wheadon is one of the most interesting additions to Berlin's range of independent perfumeries.

Not only does owner Nicole Wheadon sell a range of German and international organic and niche beauty brands, she also offers affordable express facial treatments for women and men and traditional barbering services for male customers.



Location, location, location

Located on Steinstrasse, right in the middle of Mitte's trendiest fashion and lifestyle shopping area, the perfumery's retail concept fits right into this style-oriented neighbourhood.

Wheadon offers some 20 beauty and fragrance brands from around the world, combining niche brands with internationally known heavyweights.



In the facial skin and bodycare categories, German organic brand Annemarie Börlind sits alongside Dr. Hauschka, Austrian spa brand Susanne Kaufmann, German shaving brand Mühle, Bertram Sans, a new German-Austrian range for bald men, hand care label Barielle and US organic labels Intelligent Nutrients, Dr. Bronner and Dr. Alkaitis as well as the French brand Patyka.

The fragrance selection includes Jovoy and Parfumerie Générale, Huitième Art, German niche fragrance manufacturer Humiecki & Graef, US brand Keiko Mecherie and Balmain. There are also scented candles from Parks, nail polishes from Kure Bazaar and colour cosmetics from Becca and Illamasqua.

Sustainability for success

One of the keywords in Wheadon's brand selection is sustainability. Not every brand is certified organic but all the manufacturers are SMEs that are family owned or have a sustainable corporate concept.

While the most expensive product retails at €180, most of the skincare brands are positioned in the mid-price category.

Women's treatments

In addition to the 40sqm retail area there are two stylish treatment rooms in the basement, which cover a combined floor space of 60sqm. Access to the women's treatment room is gained via the men's barber shop space, where a single treatment chair is separated from the main area by two giant revolving mirrors.



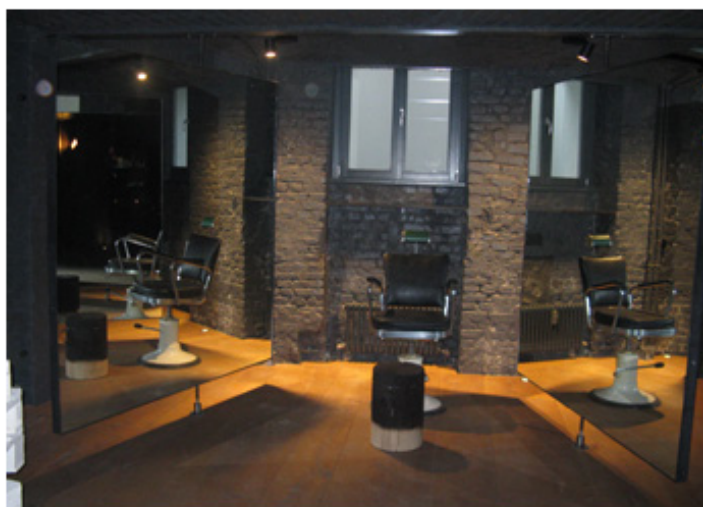
Cityscape

Instead of offering a complicated beauty menu, Wheadon has come up with an unusual approach. She offers a single express facial treatment for both men and women, which is priced €30 for 20 minutes.

The customer can choose from any of the skincare brands that are retailed upstairs. The facial starts with cleansing, followed by a Jet O2 Peel Treatment - a high pressure water face massage which is suitable for any skin type – and finished with a serum and/or moisturiser. Women can opt for an additional step of a quick makeover using Becca or Illamasqua products.

Men's treatments

Wheadon also cooperates with a trained barber who offers traditional haircuts and wet shaves. He uses selected products from Mühle, Dr. Bronner and Bertram Sans.



The Bertram Sans range comprises four products: a soothing head cleanser which can also be used as a face wash and shower gel, a shaving cream for the head, a refreshing and soothing toner which doubles as a body spray, and a specially formulated moisturising aftershave with SPF30. Wheadon has exclusive rights to the brand in Germany.

What's next?

Wheadon can draw in more consumers by offering couples' treatments and by setting up pop-up treatment chairs elsewhere in the city

Wheadon's perfumery is located in an area which attracts many international tourists as well as affluent locals who live and work in the neighbourhood. The store's mix of affordable international mainstream brands and more exclusive niche labels is also a great way to attract different customer groups.

The beauty services that Wheadon offers are another draw. There are not many places in Berlin where you can get traditional barbering services, and Wheadon has an opportunity to attract men who might not otherwise set foot in a perfumery. The perfumery may consider developing own label shaving products, and special offers for men who want a quick spruce up before interviews, important meetings or dates. Given the proximity of the men's and women's treatment rooms, couples' treatments and dating nights could also be added to the menu.

The men's and women's treatments also offer potential for Wheadon to set up pop-ups elsewhere in the city. Using the form of free-standing treatment chairs in shopping malls or on the street, Wheadon can generate word of mouth about her perfumery and issue vouchers to be spent in the perfumery.



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Annemarie Kruse has been researching and writing about the German cosmetics industry for nearly ten years. Annie is based in the exciting city of Berlin, where she keeps a keen eye on the latest retail developments and cultural events. A talented photographer and writer, Annie has contributed to *Cosmetics International*, *European Cosmetic Markets* and *Soap, Perfumery & Cosmetics*.

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