



## KRYOLAN TAKES ITS PROFESSIONAL EXPERTISE TO BERLIN STREETS

*Kryolan, the master of the professional make-over, is giving itself a comprehensive revamp, starting with its stores*

- Kryolan is a professional make-up brand that also sells to the public
- The company underwent an extensive rebranding in 2012
- As part of this rebranding, Kryolan has made over its Berlin flagship store and is opening many more

### Kryolan offers a complete make-up service

Kryolan is one of the world's best known professional make-up brands. The company produces professional-grade face and body make-up, special effects and F/X products like artificial blood, body fluids and scars, body painting and airbrush products and equipment, along with HD make-up and classic greasepaint theatre products.

Some 80% of Kryolan's annual turnover comes from international sales and the company has subsidiaries in the US and India, where its products are used by Bollywood, beauty salons and the wedding make-up industry.



### Company history

Today Kryolan is active in more than 80 countries but it all started in Berlin. Kryolan was founded in 1945 by chemist Arnold Langer together with a classmate from university. Today the company is run by Langer's son Wolfram and his grandsons Dominik and Sebastian, but he still visits the offices regularly. Kryolan's HQ is still in Berlin and although the company has manufacturing sites in different countries, it continues to operate a large factory in its home town.

Kryolan has always used its own recipes, most of which go back to formulations developed by Arnold Langer. All products are manufactured by Kryolan in its own factories, and the R&D department is kept busy with demands for new textures and pigment mixtures.



### Product lines

The company is active in six key segments – Beauty (make-up products suitable for everyday use), Fashion (runway/fashion show make-up looks), Cinema & TV, Theatre, Special Effects and Body Art.

The portfolio includes some 16,000 different products and there are 750 different shades. The company also offers five professional ranges, airbrush products and equipment, pencils, brushes and other accessories, a skin care and cleansing range called Private Care and make-up chairs, bags, trolleys and make-up stations under brand name Cantoni.



### Retail operations

Although Kryolan says it has no intention of moving into mainstream retail such as department stores and drug stores, it is building an impressive international store portfolio.

In 2012 the company relaunched the Kryolan brand under the banner Make-up is a Science, complete with new packaging and visuals. As part of the repositioning, Kryolan is unfurling an ambitious international store refurbishment and expansion plan. These stores are operated under the Kryolan City banner and sell a wide selection of make-up, including some special effect items. Some outlets are run as franchises, others belong to Kryolan.

There are currently over 30 Kryolan City outlets worldwide. The latest store openings took place in Santiago de Chile in April 2013 and in Johannesburg in August. An Abu Dhabi store will open its doors this October.



### Bringing it back to Berlin

Berlin's Kryolan City store was redesigned in June 2012. The store is located just off the most central part of Kurfürstendamm street and has a large, bright store front.

Inside the store, light wood and clear and silver tones dominate. The interior design is uncluttered, with wooden floors and shelving and free-standing units that display the stunning range of eyeshadow and shimmer powders. Foundations, powders and primers, face care and cleansing are ranged along the wall shelves and a magazine rack displays a selection of trade publications, including Kryolan's own magazine, *Make-Up Artist*.

On one side, a wall is dedicated to special effects products, such as mastic gums and waxes, artificial blood and pigment mixtures. The rest is given to Kryolan's regular portfolio and are clearly designed to appeal to consumers.

The focus is on eyes, nails and lips as well as foundations, concealers, primers and powders for the face. The latest launches in this segment include Lip N' Cheek, a multipurpose water-resistant cream that can be used as a blush or lip tint, and Lip Stain, a range of long lasting matte effect lip glosses. The Berlin store also offers customers the chance to book professional makeovers by different stylists.

## What's next?

### **Kryolan may consider adding a natural line and introducing partner brands such as Illamasqua to its stores**

With a strong reputation in professional and consumer circles, Kryolan is clearly confident that it doesn't need to spur interest with limited editions or special collection. However, it may consider launching an organic or near-natural range of products. This would likely be a capsule range given the challenges of formulating with organic technologies and ingredients while promising long lasting effects or innovative textures.

Kryolan's extensive client list offers the company a chance to diversify its stock. It manufactures many products for UK cult make-up brand Illamasqua, for example, and so may consider moving Illamasqua's products into its stores.

It is noticeable that coverage about the company in mainstream publications has also increased of late, implying that Kryolan has an effective PR machine and is clearly on the look out for new professional and non-professional customers. With its steadily growing store network Kryolan will inevitably become more visible to consumers. The company is planning to increase its number of outlets to approximately 50 stores worldwide over the new two years, either directly held or as franchises.



**ANNEMARIE KRUSE**  
*Senior Beauty Analyst*  
akruse@mintel.com

Annemarie Kruse has been researching and writing about the German cosmetics industry for seven years, having previously worked on European Cosmetic Markets and Soap, Perfumery & Cosmetics. She is now based in Berlin, Germany, where she works as a freelance journalist and editor.

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