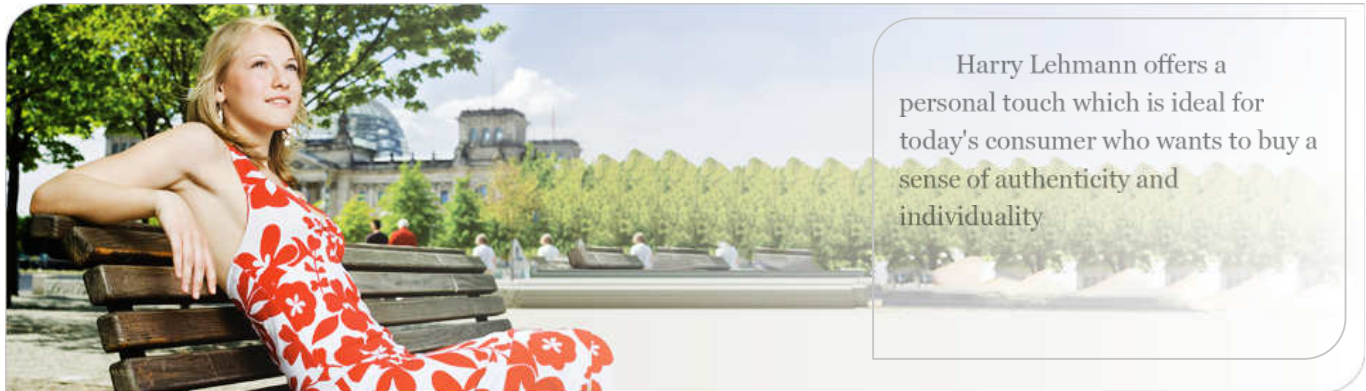




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Harry Lehmann offers a personal touch which is ideal for today's consumer who wants to buy a sense of authenticity and individuality

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Harry Lehmann proves that an old-style perfumery can blend with modern consumer trends

- Berlin-based perfume manufacturer Harry Lehmann has been selling fragrances for 87 years
- Perfumes are sold by weight and decanted into a chosen bottle
- The sales model appeals to the growing consumer desire for authenticity and personalisation

History comes to life at Harry Lehmann

Harry Lehmann is a Berlin institution. The company was founded in 1926, in the middle of an economic depression. Hence the retail concept: produce high quality fragrances, sell them by weight and allow the customers to bring their own bottles. This approach made Harry Lehmann perfume a small, affordable luxury for Berliners in the 1920s.

The perfumery has changed location many times over the past 87 years. From its first store near Potsdamer Platz, Harry Lehmann moved to Friedrichstrasse in the 1940s. It then moved to Western Berlin in 1952 and in 1958 found its current location on Kantstrasse in Charlottenburg.



Store and location

Today Harry Lehmann is run by the third generation of the Lehmann family. The store is located on one of the busiest shopping streets in Charlottenburg, near the corner of Wilmsdorfer Strasse, and looks proudly old fashioned, with huge perfume flacons in the shop window.

The interior of the store is unfussy and ordered, without fancy product presentation or lighting. Heavy glass bottles are set in two rows on a low shelf. These are the EdT and EdP testers. On the shelf above, the EdCs and aftershaves are housed in glass bottles fitted with spouts. The store also sells artificial flowers, a Lehmann tradition that goes back to the very first store.

Retail concept

The perfumery's retail concept is still the same as it was in 1926. Fragrances are sold according to weight or rather, since this is required by EU legislation, by liquid volume. Customers can choose between some 50 variants of Eau de Parfum, Eau de Toilette, Eau de Cologne and afterhave.

The fragrances are numbered and most are already blended but there are also single note fragrances like Clove, Violet, Patchouli, Acacia, Sandalwood,



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Lily of the Valley, Rose or Orange which can be blended according to the customer's wishes. The composition is noted down so it can be recreated at any time in the future.



The fragrance line-up includes some of its classics from the 1930s and 1940s, although the compositions have been updated to comply with EU regulations.

Customer preferences have also changed over the decades so the portfolio has been adapted accordingly. Every once in a while a new fragrance joins the line-up. The latest perfume is Châteline, a warm sensual blend which was launched in 2012, and several new fragrances will be introduced in time for Christmas 2013. Best-sellers include Eau de Berlin, a fresh, green and spicy EdC which is especially popular with tourists. Fragrance #58, the aromatic blend Tulip, also sells well.



Filling a need

Fragrances are measured and decanted into the bottle of choice. Customers can bring their own bottles or choose from a selection of bottles and atomisers in store. Lehmann's simple and stylish glass bottles are priced €2 or €4.

The fragrance prices are equally straightforward. EdPs retail at €4.50-€6.00 per 10ml, depending on the fragrance, EdTs are €3 for 10ml and aftershaves and EdCs retail at €5 per 100ml. There is also a discount of 10% on orders of 100ml of EdP and on one litre of Eau de Cologne or aftershave.



This pick and mix service is ideal for the growing consumer demand for an element of personalisation in both their beauty products and their shopping experience. Mintel Inspire's Make It Mine trend explains the move away from a "one size fits all" approach to one that recognises the needs of individual consumers. Inspire's The Real Thing, meanwhile, picks up on the consumer's search for something that has an aura of authenticity.

Resources

Mintel Inspire: Make It Mine

Mintel Inspire: The Real Thing

Harry Lehmann has built up a loyal customer clientele because its ethos plays to these consumer desires. Some of



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its customers have shopped at the perfumery for decades. Most are regular customers and locals, but the store also has many international clients and tourist passing trade. As a result the company's mail order business is thriving. There is one German online retailer that sells Lehmann fragrances but the company itself does not operate an online store or any kind of social media presence.



What's next

Harry Lehmann will appeal to consumers in search of niche fragrances and an authentic experience

Despite – or perhaps because of – this utter disregard for modern marketing, Harry Lehmann's business is flourishing. The majority of Harry Lehmann customers are from an older age group and appreciate the traditional, unhurried shopping experience at the store.

However, the perfumery has also attracted has a small but significant Internet fan base, celebrated for its quality, originality and authenticity. This appeals to the 18% of Germans who like to try niche fragrances from brands that aren't well known.

As a result, younger customers have now discovered the store. They are drawn to the original 1950s-style atmosphere, the affordable pricing and the classic single note Lehmann florals and traditional orientals. The perfumery's simplicity forms a stark contrast to the modern German retail market, which in the fragrance sector is dominated by soulless perfumery chains and a constant stream of new and mostly interchangeable product launches.

The company can extend its services with further customization, adding the single note florals to a body lotion, hand lotion or shampoo base and printing personalised labels for self purchases or gifting.

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