



Beauty & Personal Care



Manhattan's first pop-up store gives Berliners a preview of upcoming launches and underlines the brand's relationship with fashion and bloggers

Berlin - July 2013

Manhattan opens up its first ever pop-up store

- Manhattan is one of the best known German colour cosmetics brands
- The trend-oriented budget label launches regular limited editions
- Manhattan has increased its creative collaborations with bloggers and fashion designers

The Manhattan project

During Berlin's bi-annual Fashion Week on 3-6 July, budget colour brand Manhattan opened its first ever pop-up store in Berlin's fashionable Torstrasse district.

The 50sqm space was painted in eye-catching black and white and formed the backdrop for the entire Manhattan colour portfolio, including its latest limited editions. Make-up artists were on hand to give visitors quick makeovers and nail touch-ups.

Manhattan also used the opportunity to introduce its new store display model along with a range of products ahead of their official German launch in September. The new display cases measure 1.50 metres across – an increase of 50% on its current fixtures – and will showcase an additional 99 shades across five new product lines.



Competing with the big guys

The extended colour portfolio is just the latest step in Manhattan's strategy to position itself as the leading trend-oriented make-up brand in the mass market. This is no easy task since the German colour cosmetics mass market is extremely competitive.

While L'Oréal is the undisputed mass market leader with L'Oréal Paris and Maybelline, the budget category is dominated by strong Germanic beauty brands such as Cosnova's Essence and Catrice and Austrian company Palmers' P2 label. All have a similar target group – the fickle demographic of female teens and tweens – and the same entry level pricing. This has resulted in a heated battle for market share and the four brands are slugging it out with fast volleys of new launches and limited editions.



New ownership

Manhattan has the advantage of being one of the oldest German make-up brands. The label was founded in 1964 by Dr. Scheller Cosmetics and now has the backing of Coty, which bought it from Kalina in 2010.

Under Coty's ownership, Manhattan has stepped up its creative collaborations with fashion brands, designers and bloggers. It has just worked with fellow Coty brand Playboy and German fashion designer Marcel Ostertag on limited editions.

In recognition of the growing power of beauty bloggers, Manhattan has designed limited editions in partnership with well known beauty and fashion bloggers. Its latest blogger edition was Yeah & Yang, which launched in May 2013. The limited edition of 20 nail polishes were designed by German fashion icon Bonnie Strange, who also showed her first fashion collection at this year's July Fashion Week.



What's next

Manhattan can integrate its digital presence into retail and brand events, challenging Cosnova's brands for consumer attention

Manhattan's target demographic tends to be heavy social media users, so the brand is careful to keep its website very interactive and up to date.

Manhattan also has a lively Facebook presence and its own YouTube channel. Almost every limited edition or seasonal look that was launched in the past few years was accompanied by a brief YouTube clip highlighting the key trends. The YouTube channel also shows make-up tutorials and coverage of Manhattan-sponsored events, such as the annual Express Yourself Night, a Fashion Week red carpet event which Manhattan first organised in 2010.

The brand may want to emulate Top Shop, which ran a live feed on its website during London Fashion Week. Cameras followed the fashion retailer's catwalk show, both from the audience and from the models' point of view, while links allowed viewers to get more information about the make-up worn by the models and let them click and buy the items.

Brands with a teen or tween demographic need an active and well-structured social media presence if they want to keep up with their target audience. Collaborations with fashion or lifestyle brands or sponsoring fashion-themed events are a great idea for trend-oriented beauty brands. Another good way to build brand loyalty from the ground up is by letting customers participate in the development of new products or limited editions – for example through communal Facebook votes on favourite pack designs or colours.

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