Victoria Beckham Beauty Eyes China

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BY SAMANTHA CONTI

LONDON – Victoria Beckham Beauty is headed to China, with plans to launch a flagship store on Alibaba's Tmall Global and to telegraph its "clean beauty" message to a fast-growing market for skin care and color cosmetics.

"You can't be a successful global brand without a solid China business – it's just not possible these days," said Sarah Creal, cofounder and chief executive officer of Victoria Beckham Beauty.

The documentary, developed by XTR, will feature an exclusive offer on the new Power Glow Set, one of the exclusive 'creator darlings,' he said. It includes the brand's Cell Rejuvenating Power Serum and the Cell Rejuvenating Firming Moisturizer. It also plans to introduce its Lid Lustre powder eyeshadow pigment in Blonde and Mink shades to Chinese consumers.

The brand said the eye shadows "wear well in even the most humid environments." Creal said the launch element was essential to the launch.

"It's an amazing, blow-your-mind trend. The livestreaming phenomenon is indicative of the pace of development and innovation coming out of China. On the practical side, it promotes education and helps brands to inform consumers about products. It's also riveting entertainment that creates a great deal of engagement and excitement about products," Creal added.

China at some point in the future, and we're both absolutely committed to being on the ground in China. This is the next key step to our pace of development and innovation coming out of China, and to understanding the Chinese consumer better. Our partnership with Tmall Global will be key to both.

Tmall Global, which launched in 2014, is Alibaba's dedicated channel for cross-border e-commerce, and looks to allow brands and retailers without operations in China to build virtual storefronts and ship products into China. Tmall Global said it helps to connect more than 25,000 brands from 92 countries and regions with consumers across Alibaba's platforms.

The platform will undoubtedly get a boost in the coming months, given the Chinese government's efforts to reduce demands for animal testing of imported beauty and skin-care products. Last week, Unilever’s Alan Jope said he was eager to take the consumer giant’s premium portfolio of beauty brands into China.

Last September, as the first beauty products were launching, Beckham said developing the line was like "giving birth to my fifth child. This really is a dream come true for me." She said she developed products "that I want in my makeup bag, and I think the packaging is beautiful." Victoria Beckham Beauty endeavors to use the smallest amount of plastic possible in a bid to be environmentally friendly. It also bills itself as cruelty-free, offering a range of "high-performing formulas and beauty essentials" with "clean" ingredients.

The brand said it provides full transparency on each ingredient used, and what role it plays for each product. The brand also clarifies which products are vegan-friendly and shares its product development philosophy and approach to ingredient selection.

The secondary packaging comes from 100 percent post-consumer waste, while the shipping materials are recyclable or biodegradable. Beckham said products are wrapped in protective packages that can then be dissolved under the bathroom tap, while each order is delivered in a reusable canvas pouch.

"We wanted to partner with Magic, because of his integrity, his energy and his experience," said Greller’s partner, Uncle Bud’s cofounder Bruno Schli. "And he’s an athlete. And he has aches and pains. We’re that dude, and he’s actually the product. So, Magic is not just the brand ambassador, he’s actually part of the product for pain relief.

Past brand ambassadors include Jane Fonda and Toni Braxton, who both have slams and pain in their joints, as does Uncle Bud’s, added Schli. "We only put out things that we truly believe in."

Along with pain reliever, the company’s wide range of goods, priced between $2.50 and $35, include hand sanitizer, antiaging skin care, bath and body products, as well as pet care.

"Every product we do, let me tell you, [Greller] is the guinea pig," continued Schli. The CBD is tested by a third party, FDA-approved lab, and the company has only one CBD product on the market, a prescription drug to treat severe forms of epilepsy. "Because it has to work first and foremost for him – he has acute arthritis – to make sure it works for everybody else."