



### VALERIE KAMINOV – BIOGRAPHY

Having spent over twenty years working with a vast array of luxury, premium and niche beauty brands and fragrances, Valerie has extensive knowledge and practical experience of their supply, distribution and retail, pertinent commercial practices and consumer habits on a global and local basis.

Her expertise has been highly valued by multi-national organizations, SMEs, start-ups, privately owned companies and financial investors.

Certified in Corporate Governance from INSEAD Business School, Valerie has the remarkable ability to successfully set the company's strategic direction, often across diverse product markets and geographies, and monitor the firm's risk profile.

As a qualified Non-Executive Director who was awarded the prestigious Financial Times Post-Graduate Diploma, Valerie Kaminov is highly trained in corporate governance and is an experienced NED and Director enabling her to have an holistic understanding of boards.

She advises both as a consultant and an NED.

Valerie's experience earned her a reputation with major players in the industry who hired her to establish them globally.

Her expertise in brand evaluation, acquisition due diligence, risk assessment and commercial growth has been highly valued by Private Equity Funds, multi-national organizations and financial investors.

She is also dedicated to passing her knowledge along through a range of conferences and events.

Valerie has been a guest speaker at the non-profit organization CEW' Mentoring Services where leading executives offer insights into beauty industry issues and inspiration for professional growth.

As the International Manufacturers & Distributors Forum (IMF) Master of Ceremony, Valerie organizes one of its kind conference in Europe, key global gathering for manufacturers, brand owners and distributors to come together and discuss the challenges facing the industry and their businesses by giving the attendees unlimited networking opportunities.

# HISTORY OF THE BEST BRITISH DEPARTMENT STORES

Choosing the right distribution channel is a critical decision for your business. Where you choose to be retailed determines whether or not you will be successful, how your products will be handled and the speed at which they will be delivered.

In order to choose the best distribution channels, you must take into account several factors such as the type of product you are selling and the market you're catering to. Many businesses fail to realize that the distribution channel they choose is pivotal to their success and erroneously believe that their distribution plan is not important. The most important thing your business can do is to carefully consider all the options and not just select a direction because it's the industry standard or most convenient avenue for your business.

If you question the reason behind your decision at the onset, you may discover an overlooked advantage or drawback. Department Stores have changed the way consumers shop and have shaped global culture. Selling to Department Stores is something that many businesses strive for but it can be a tough battle, especially when it comes to cosmetics, skincare and perfumes. At a first glance, it might seem scary but believe me when I say that Department Stores present great opportunities that one can simply not ignore. At IL Brand Consultancy we know that choosing the right distribution channel can be a tough decision, especially if you are navigating in unknown waters. We work with our clients so that we can provide them with clarity backed

up with years of experience, expertise and knowledge. With many years of experience under our belt, we will put together a selection of options that we believe will help you and your business expand as smoothly as possible.

From Harrods to Liberty, Selfridges to Harvey Nichol's, Department Stores are a London specialty. While there are rival contenders, the first Department Store is said to have open its doors in Pall Mall in 1796. Harding, Howell & Co. was focused on the needs and desires of fashionable women. The latter were free to browse and shop, safely and decorously, away from home and from the company of men. Such way of shopping transformed life in London. Today, Department Stores offer convenient one-stop shop with a wide range of luxury and niche brands under one single roof. They even offer customers the chance to unwind with a luxurious spa or beauty treatment.

*Here is a list of our favorite Department Stores to be referenced at in London.*

### • HARRODS

Often referred to as the most famous store in the world, Harrods was originally opened in 1834 as a high-end grocery by Charles Henry Harrod and was relocated to the emblematic Knightsbridge in 1849. In 1883, the store was destroyed in a catastrophic fire but Harrods resilience and determination to exceed customers' expectations and deliver all Christmas gifts on time became embedded into

Harrods' DNA. Every year, more than 65 million customers visit the Department Store, including some of the highest net-worth individuals in the world, drawn to Harrods because of the outstanding customer service. For more than 160 years, Harrods has been a luxury-shopping destination for exclusive collections and excellent service. The Department Store offers seven floors, 27 restaurants and more than 300 departments dedicated to the finest products in food, fashion, beauty and technology. At Harrods, there is something for everyone. The Beauty Hall spans over 3,000 m<sup>2</sup> and is home to more than 200 brands, ranging from the most affordable right up to the most prestigious and exclusive brands around. Harrods plans to undergo a large-scale expansion with the cosmetics offering doubling from space across one to two floors. The Hall features top luxury brands including Chanel, Dior, Clinique, Estée Lauder, Giorgio Armani, Guerlain and prestigious skincare specialists like Crème de la Mer and La Prairie. It also offers make-up and cosmetics from top-name brands such as Shu Uemura and Huda Beauty. Not to mention a large selection of niche fragrances from designers like Atelier Cologne, Annick Goutal, L'Artisan Parfumeur and The Merchant of Venice.



*Harrods Beauty Hall is home to more than 200 brands ranging from the most affordable right up to the most prestigious and rare ones on the market*



Harrods Urban Retreat, a beauty haven like no other, is situated on the 5th floor of the Department Store where industry experts offer a full range of luxury services from Hair Salon to a Make-Up Salon, from a Nail Loft to Beauty Treatment Rooms. Since Christmas 2017, Harrod's even offers a beauty advent calendar housing both cult classics (e.g. Nars, Kiehl's, Kure Bazaar) and newbies (e.g. Huda Beauty).



*At the Urban Retreat the most demanding customers can indulge in a variety of luxury services from getting a new haircut to getting the perfect manicure.*



### • HARVEY NICHOLS

Harvey Nichols was born in 1831 when Benjamin Harvey opened a linen shop in a terraced house on the corner of Knightsbridge and Sloane Street in London. The following years, the shop would expand into successive properties. Where does the name Nichols come from you might ask? In 1841, Benjamin employed James Nichols from Oxfordshire. Four years later, Nichols was promoted to management and then married Harvey's niece, Anne Beale with whom he had a son. By the 1980s, Harvey Nichols had made a name for itself for taking risks with new designers, and encouraging them to create mixed collections rather than focusing on a single department.

Today, Harvey Nichols operates seven stores in the UK including five department stores, two small-format boutiques, and a beauty concept store. Beauty Bazaar, Harvey Nichols Liverpool is a unique beauty concept store, housed over three floors within Liverpool ONE.



*Harvey Nichols Beauty Bazaar is a must-see if you're ever visiting Liverpool*



The Ground Floor of Harvey Nichols Knightsbridge is a premium beauty destination that offers the very best in brands, services and exclusive, daily beauty events. An independent Beauty Concierge is there to point clients in the right direction and help them find the perfect brands. Extended opening hours and Express Service ease the customer's life.



*Harvey Nichols Beauty Lounge is an exclusive beauty destination located in Central London where clients can find the best brands and services*



### ▸ FORTNUM & MASON

Fortnum & Mason, unique and iconic London landmark was founded in 1707 when Hugh Mason, who had a small shop in St James's Market rented out a spare room in his house to William Fortnum, a footman in Queen Anne's household. The Royal Family's insistence on having new candles every night left the budding entrepreneur enough wax for a sideline that gave him enough money to start what was to become Fortnum & Mason. Today, the store is renowned as a purveyor of fine foods, hampers, teas and wine. But don't be fooled, even if food may be first at Fortnum's, the store has other spectacular products to offer to the millions of visitors who venture inside each year. Today, Fortnum is often referred to as a "theatrical oasis in the middle of Mayfair". A once used-candle seller founded one of the most successful and prestigious businesses in British history. The store now sells luxury goods of all description, from fine crystal and porcelain to the most luxurious and rare beauty brands. Over the centuries, this prestigious British store has kept up its reputation for superb quality and selection. The beauty department is a spectacular incarnation of a Georgian ladies' salon – an oasis of calm that's quite the antithesis of the usual hectic, buzzy beauty hall that customers can find in other Department Stores. The primary emphasis is on scent, with three fragrance rooms. The Heritage Hall is home to a floor-to-ceiling chandelier designed as a folly, within which stand the store's perfume exclusives (e.g. Electimuss' Elysium housed in an extraordinary made-to-order Celestial Cygnus egg sold at the breathtaking price of £55,000). The other rooms (Scent Room and Contemporary Gallery) house fragrances classics from luxury brands such as Chanel or Guerlain and the next generation of perfumers such as Bella Freud or 4160 Tuesday. Perfume expert Annette Nejad also hosts one-to-one consultations in The Scent Room to help customers find the perfect signature scent. The skin and cosmetics areas offer bestselling beauty products alongside eco-natural brands like Kure Bazaar. The ultra-luxurious Spa invites weary customers to relax and revitalise their tired minds and bodies.



*Fortnum & Mason Beauty Hall is very girly and cosy. Women love it.*

### ▸ LIBERTY

Over 140 years ago, London's most iconic store, "the chosen resort of the artistic shopper" according to Oscar Wilde, was born. Today, Liberty offers a unique shopping experience steeped in British heritage, from the famous mock Tudor exterior to the iconic Liberty fabric found inside. A wide range of niche and luxury products and services are available across the Department Store's six floors, from fashion to beauty treatments, to a food hall and restaurant. The Department Store was born in 1875, when founder Arthur Lasenby Liberty laid plans for a London emporium laden with luxuries and fabrics from distant lands. His dream was to metaphorically dock a ship in the city streets. He borrowed £2000 from his future father-in-law and took over half of the Regent Street building with only three dedicated staff. Determined to change the look of homeware and fashion, Arthur's collection of ornaments, fabric and objets d'art proved irresistible to a society intoxicated by Japan and the East. Within only 18 months the loan was repaid, the second half of the Regent Street's iconic building was bought and neighbouring properties were added to house the ever-increasing demand for carpets and furniture. As customers weave through the building today they marvel at the historic details hidden amongst the beautiful wares (e.g. wood-panelling from the captain's quarters, miniature glass paintings in the windows, carved wooden animals found around the store...). Liberty offers the world's most luxurious, coveted and cult beauty buys one could wish for. Customers can choose from an extensive range of perfumes, life-changing skincare and holistic home fragrances with brands like Aesop, Byredo, and QMS Medicosmetics. Since 2011, the beauty department has doubled in size and added

more than twenty top-quality makeup and skincare brands to its stock. The department is easy to navigate and highly trained beauty experts are always on the lookout to help needy clients.

### ▸ SELFRIDGES

In 1906, Harry Gordon Selfridge arrived in London from Chicago with a revolutionary understanding of publicity and retail. He had his heart set on opening his dream store where everyone would be welcome. One of the first shops in Britain to introduce window dressing as a way of enticing customers into the store, Selfridges redefined the way customers' shops. Today, Selfridges is one of the best-known names on Oxford Street. Named three times Best Department Store in the World, Selfridges is renowned for its luxury brands and exclusive collections. The store offers six floors of heaven that span over 10 acres of shopping space where customers will live a shopping experience like no where else, an experience that promises to surprise, amaze and amuse. Selfridges has become an iconic London landmark for beauty shoppers with a Beauty Department spanning over 10,000 square feet, where product specialists can help anyone find that perfect perfume, skincare or makeup match. The types of retail channels you choose are essential and will define your brand. Where you are sold at will have a major impact on everything your business does and will set you apart from your competition. Approaching an independent retailer to stock your products is one thing, but household names such as Harrod's, Harvey Nichols, Liberty, Fortnum & Mason or Selfridges can seem out of reach for many small brands. Where do you start? Who do you talk to? And above all, what do you say? Don't be afraid to go after the big retailers early in the game. Especially if they have a supplier diversity program that you qualify for. Although a lot of variables come into play when it comes to a buyer making a decision about including your product in their assortment, at the end of the day, it really boils down to whether they like your product or not. If your brand is right for the store and you pitch it well, there's no reason why you shouldn't be successful and referenced there.