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BUF 3310 Designer Profiling — Le Labo Fragrances

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Le Labo Fragrances

- USP for Le Labo Fragrances

- Eddie Roschi is not only a perfumer but also one of the founders of Le Labo Fragrances.

I think Eddie Roschi makes Le Labo Fragrances unique on several points:

1. He made some versions of the fragrances that are only sold in one country or city.
2. He made Le Labo fragrances' smell last longer. It is because in some fragrance brands, the smells only last you several hours, but the smells of Le Labo fragrances can last longer, it lasts almost 24 hours.
3. Eddie Roschi insists on handmade perfumes.

- Inspiration

Some bottles from Designer Inspired Fragrances and Dossier are got inspired by Eddie Roschi.

- Competitor

One of Eddie Roschi's competitors is also a niche luxury perfume brand called Amouage because both brands have a lasting smell on the perfumes.

- Luxury Groups

Le Labo fragrances is not independent anymore, it belongs to The Estée Lauder Companies because in 2014 Estée Lauder Companies bought Le Labo Fragrances from Eddie Roschi.

- Marketing Strategy (three)

1. On Le Labo Fragrances' official website, for the refill of your 50 or 100ml classic collection is only available in the United States. I think Le Labo can expand this refill program to other countries (Canada, Australia, and so on) that also sell their products to attract more customers' attention and it can also retain customers. After they expand this program, they can update their upgrade on their website and Instagram to let customers know.

2. Create an ad (the commercial should not be too long, otherwise, people do not have the patience to watch it, and I think 15 seconds is the perfect time length) and choose YouTube to run your ads. The reason why chose YouTube is that most people, whether old or young like to watch videos on YouTube nowadays. More people may be attracted to buy Le Labo Fragrances after watching the commercial.

3. Collaborate with celebrities, since Le Labo is not just sold products in the United States. I recommend that different countries can cooperate with celebrities from that country. Some consumers will buy products that are recommended or endorsement by their favorite celebrities, which is called the celebrity effect. I have a real example, at the beginning of this year, a Chinese actor -- Xiao Zhan endorsement NARS lipstick. My friend and I went to the nearby Sephora store and shop online, and we were told that many NARS lipstick shades were out of stock.