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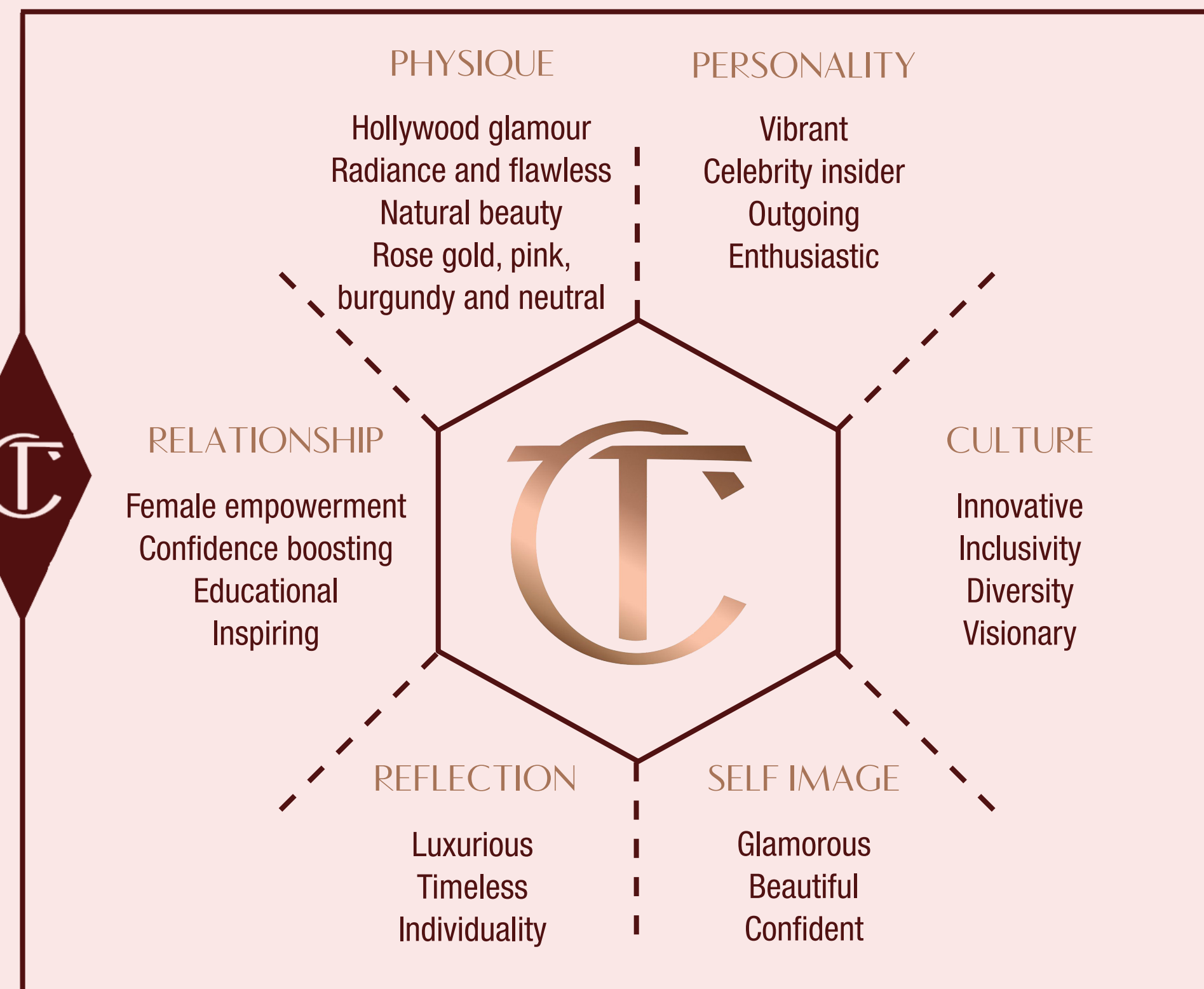
Final Major Project

## BRAND INTRODUCTION

Charlotte Tilbury is an innovative pioneer in the beauty industry, with its collection of makeup, skincare and fragrance, underpinned by its educational and digitally driven nature (Puig, 2021).

“DARE TO DREAM IT,  
DARE TO BELIEVE IT,  
AND DARE TO DO IT”

Aligning with the majority stakeholder, Puig's, core sustainability commitment to “eco-efficient packaging,” the brand has initiated efforts with creating recyclable and refillable formats (Puig, 2021).



## TARGET CUSTOMER

The brand has devised a long-established audience of highly loyal millennial premium beauty consumers (Flora, 2020). With the industry shift towards sustainability, there is an opportunity for Charlotte Tilbury to expand its reach towards Gen Z conscious consumers, who are becoming influential trendsetters and obtain rising spending power (Biondi, 2021).

73%

strongly agreed/agreed that it is beauty brands' responsibility to take action to save the environment.

51%

stated that eco-friendly and plastic-free packaging is very important/important (primary research).

# Charlotte Tilbury

## MARKET SIZE & GROWTH

The future growth of refillable concepts will be accelerated into the mainstream with rising consumer demand, legislation and technological advancements (Raath, 2022).

£33,665,

020,000

Global refillable and reusable packaging market size in 2022 (Raath, 2022).

4.9%

Market annual increase until 2027 (Raath, 2022).

### DEMAND DRIVERS



Social media awareness

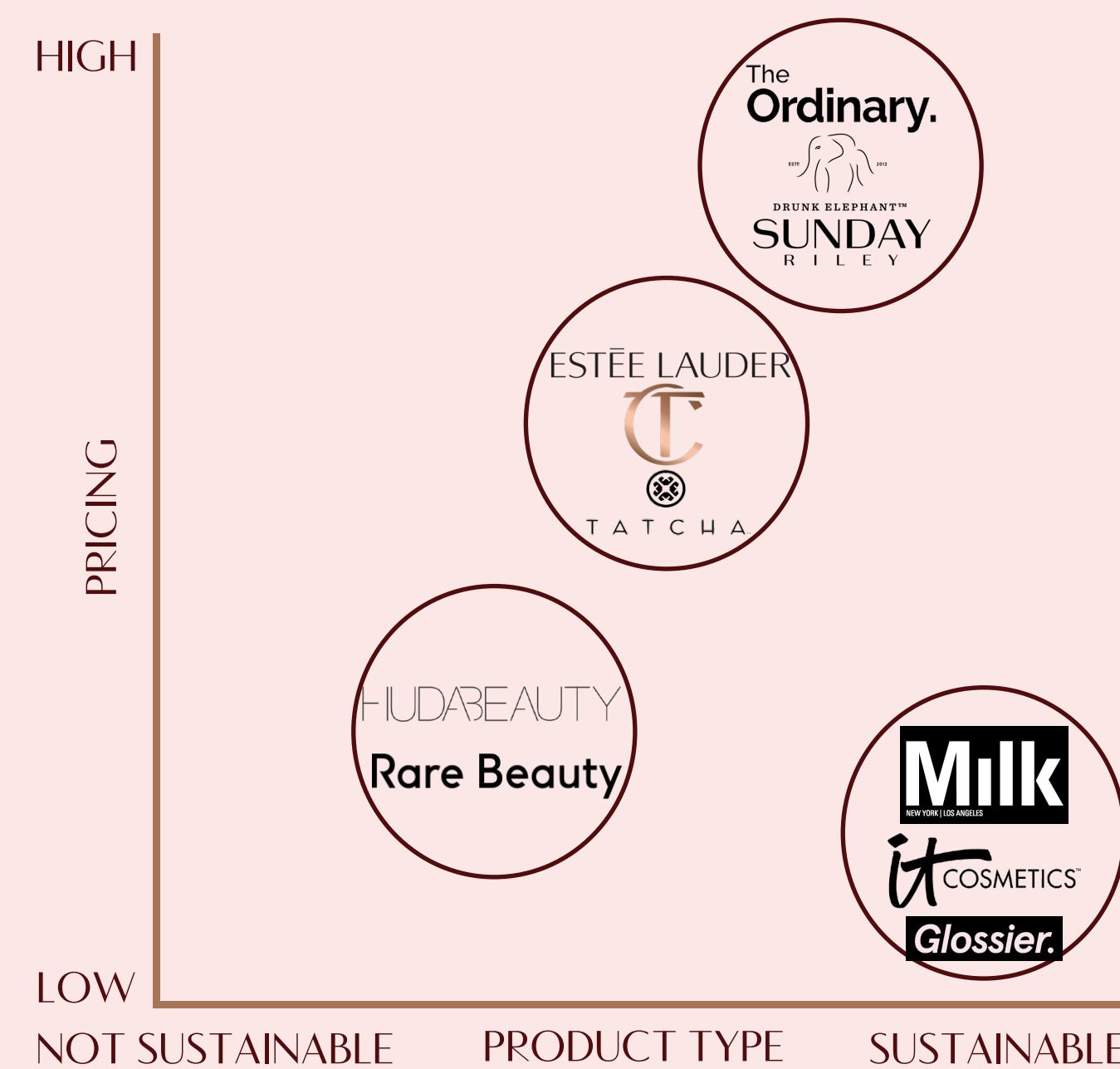


Eco-anxiety



Cost-of-living crisis

## COMPETITOR ANALYSIS



Charlotte Tilbury faces direct competition from luxury beauty brands, ingredients-driven skincare and indie beauty brands. The marketing development aims to directly associate and reposition the brand as a market leader in sustainability, whilst maintaining its luxury status, to increase competitive advantage.

## AIMS & GOALS

GOAL

To reposition Charlotte tilbury as a sustainability leader in regards to the beauty waste issue and transforming consumer attitudes.

1

To attract a new segment of Gen Z conscious consumers.

2

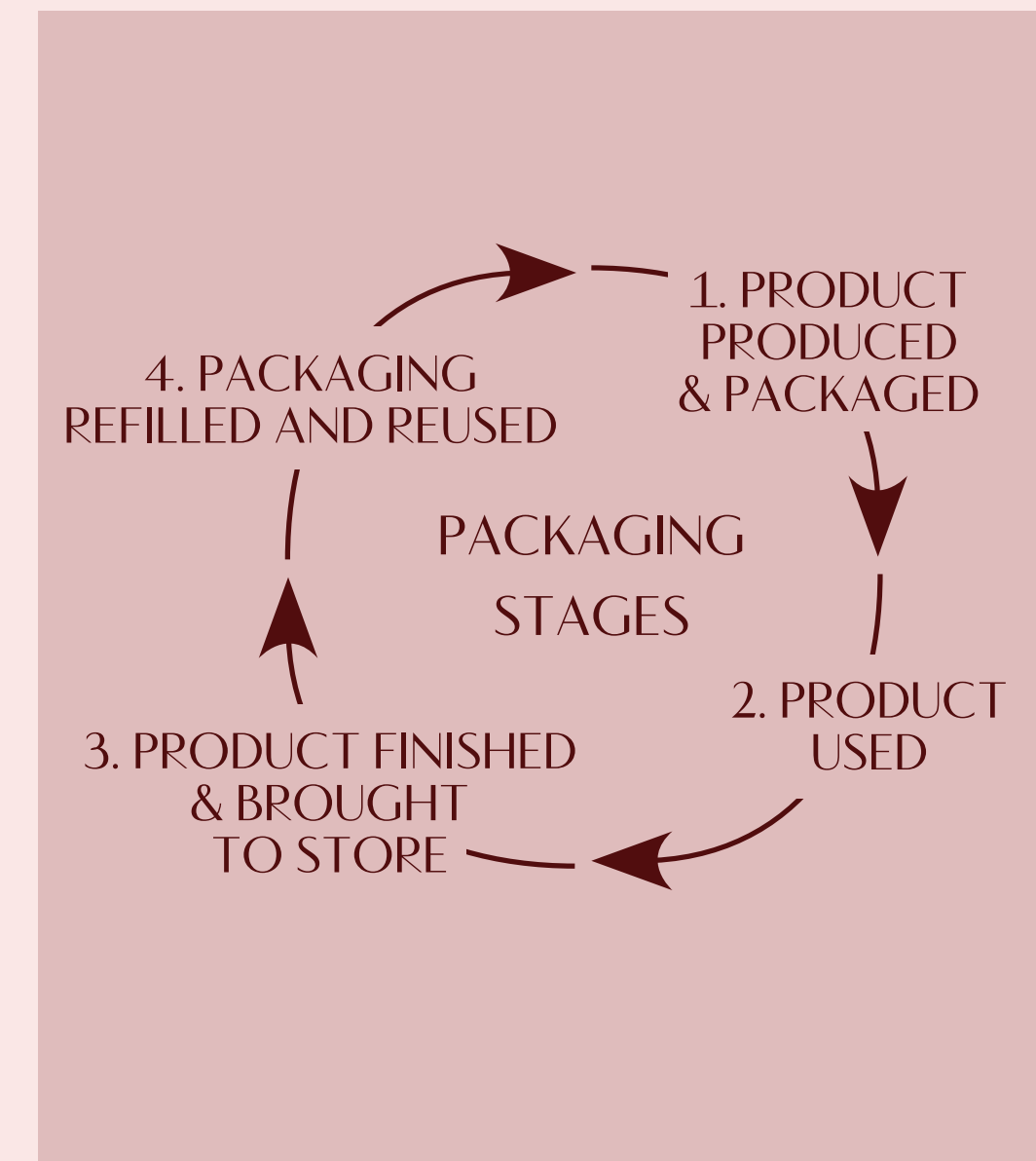
Increase customer loyalty through consumer education & transparency.

3

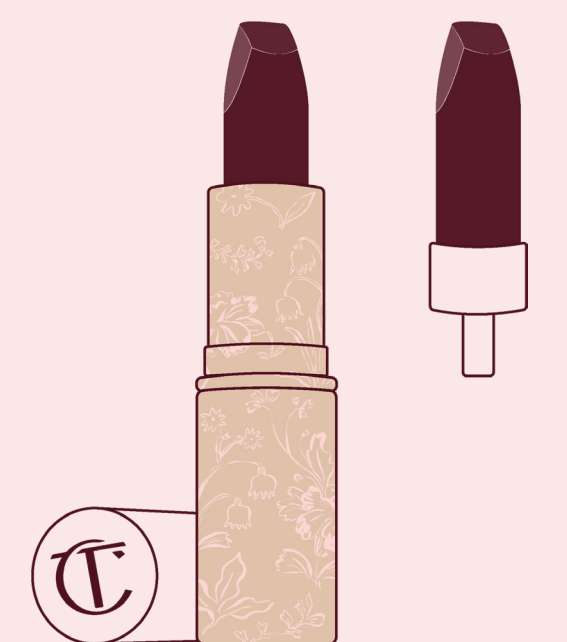
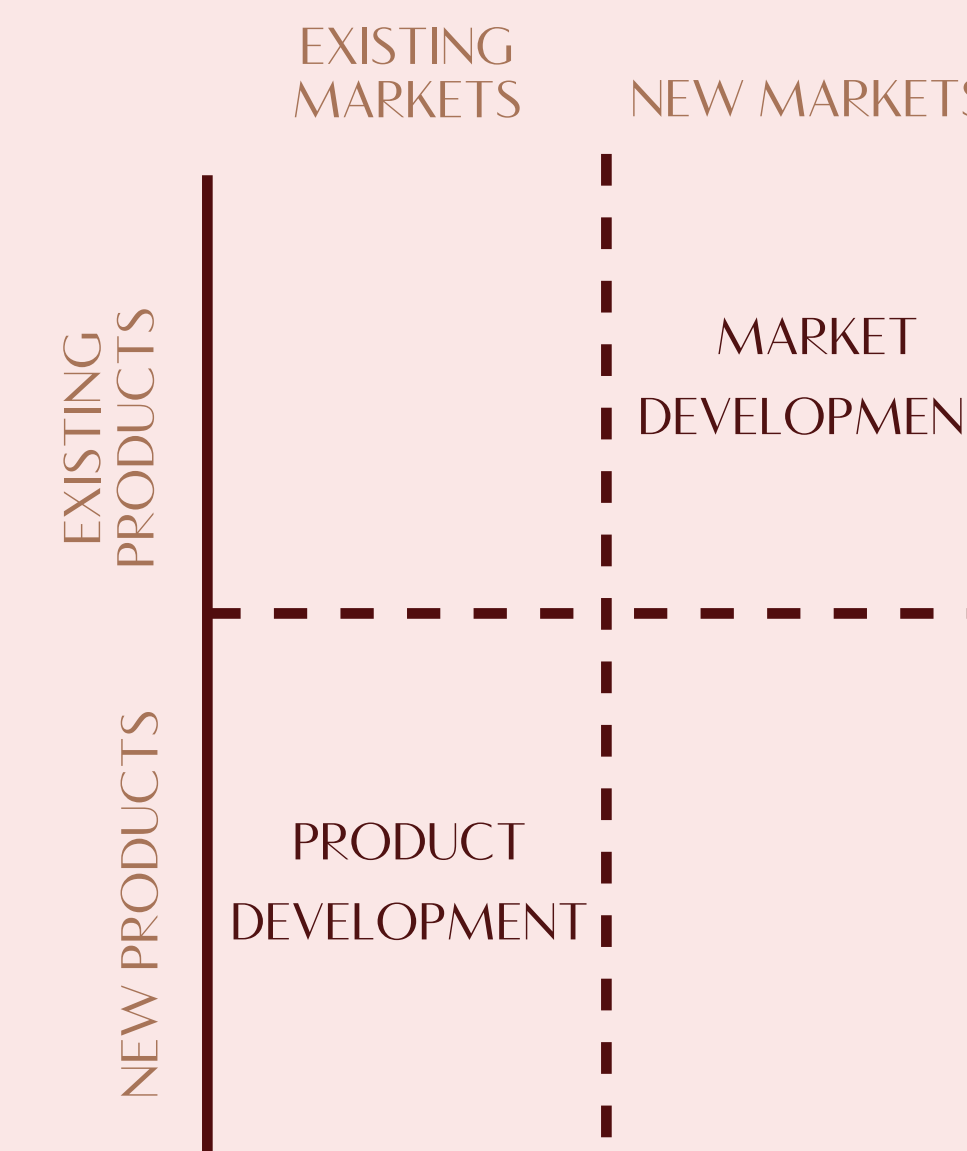
To expand the company's product lifecycle and reduce its carbon footprint.

## PROPOSED DEVELOPMENT

Annually, the beauty industry produces 120 billion units of waste and its generation of carbon emissions is primarily driven by packaging (Lewisham, 2021). To embrace the circular economy, the proposed marketing development will be to introduce a refillable version of Charlotte Tilbury's renowned Pillow Talk collection in response to the beauty waste issue. In addition to a new immersive concept store in London, with artificial intelligent refill stations, integrating personal recommendation features. The retail location will be a safe environment, cultivating a community of consumers sharing the same values, supplemented by educational workshops and events.

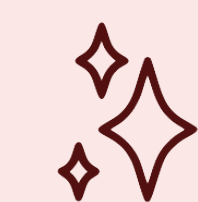


### STRATEGY

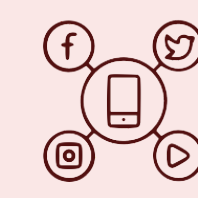


With the focused efforts on circularity and transparency, it will aim to attract a new market of Gen Z consumers, to propel the company's sustainability transition. It will also target its existing millennial customer base, to educate and influence consumers to change their fixed single-use plastic mindset.

## CAMPAIGN



CELEBRITY BRAND MUSE



SOCIAL MEDIA MARKETING



EVENT MARKETING



CELEBRITY SEEDING



EMAIL MARKETING