

WHAT'S NEW?



A clean concept

No more generic counters – Clinique now has a full-fledged beauty shop in Israel

By Stephanie Granot

Rishon Lezion's Kenyon Hazhav has become the first shopping venue in Israel to offer a freestanding Clinique concept store, something the United States has yet to see, despite the success of more than 80 such shops across Europe, the Middle East, the Far East and Africa. Clinique's newest venture was launched at a ribbon-cutting event attended by vice president and general manager of Clinique EMEA Jesper Rasmussen. "Freestanding shops will be able to provide clients with services and experiences far beyond what were possible in the existing distribution," said Rasmussen.

Customers can request a free skin evaluation and mini-facial by Clinique's technicians in the store's private treatment room.

Rasmussen explained the difference between Clinique and other luxury cosmetic brands: It lies in the testing process.

"Clinique tests every product on 600 people 12 times, so each product is tested 7,200 times. If even one person has a reaction to one test - one out of the 7,200 - we start all over again. It's what we call Power of One," he said.

Clinique began as a skin care company, but in recent years it has become a top name in the cosmetics industry, offering more than 800 products to date. When asked if there was anything left for Clinique to create, Rasmussen said, "We are always innovating, but 85 percent of our business is our existing products." That fact, he added, speaks to Clinique's high-quality products and devoted clients.

And when it comes to clients, Clinique has succeeded where other industry giants have failed. The company has shattered generational stereotypes and achieved the holy grail of cosmetics - a multigenerational clientele that turned a blemish-fighting product aimed at teenagers into a best-seller.

Also present at the launch was Oren Revach, CEO of the Estee Lauder Group in Israel. He addressed concerns about competition between the Clinique concept store and other Israeli stores, such as nearby Super-Pharm, which already sells Clinique products.

"We are not competing on price," said Revach, "we are competing on service."

He added that the store also offers a somewhat larger selection of both products and shades. He went on to say that Clinique is now offering customers in Israel the opportunity to shop online. The brand does not use the Israeli postal service and guarantees delivery within three business days.

Why did Clinique choose to open its flagship store in Kenyon Hazav? Market research conducted by the company revealed that Rishon Lezion is Israel's number one city in terms of consumption, and Kenyon Hazav is the country's largest shopping mall.



Evoking the easy elegance of summer, Yvel's versatile Rainbow Collection tantalizes the eye with its radiant blend of natural sapphires in an array of shapes and colors. In this handcrafted pendant necklace, each of the seven sapphires hailing from the Umba River Valley in Tanzania is encased in 18k satin finish brushed yellow gold, forming a sensual design while accentuating the natural beauty of each stone.

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Unique gem in the Sharon

Jewelry designer Ora Dan's current collection succeeds in creating both differentiation and innovation in a world replete with gold, precious stones and diamonds. She started her way in hi-tech as a technical mechanical drafter and decided to switch things around by turning her love for creation and art into a blossoming, interesting and fulfilling career expressed in metalworking and jewelry design. "The switch was natural and the connection was made through an inner need to create something new and original incorporating a personal statement and fitted to the client's personality," says Dan, who's been in the field for two decades.

Her studio-store on Ra'anana's main thoroughfare was opened 12 years ago and is a pilgrimage site for customers from around the country. Involving those very same customers in the exciting and fascinating process of creating the jewel - starting from selecting the material and ending with a joint design - enables the customers to take active part in the entire process.

Ora Dan - "where inspiration, technique and material meet"

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