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and  
its first  
in 2007,

merging elements of online networking, professional counseling and traditional retail. There are now five such stores across the country. "Each store displays and sells products according to their respective ratings and reviews on the site," explains a spokeswoman. "The concept is basically that it's OK even if customers don't make a purchase—we just want them to be able to have some fun while checking out and testing new products." Displays are changed at least once a month, depending on the online rankings of products in various categories, including cleansers, supplements and vitamin drinks, hairstyling products and makeup. Each store also includes at least one trial corner, where customers can test products and immediately rate and comment on them via the @cosme Web site, while employees oversee counseling stations to help customers find products for their unique needs. "If people are just looking to buy something that they've already had before, then the Internet is a great place to get it, which is why we also have an online shopping site, Cosme.com," the spokeswoman says. "But with cosmetics, you really don't know what you're getting unless you're able to try the products before buying something for the first time, so physical stores will always be important in that regard." —K.W.  
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LovelySkin  
OMAHA, NEBRASKA

The Web is great for finding anything you want at the click of a mouse. Traditional stores are great for providing personal service. LovelySkin.com is attempting to merge the best of both worlds. Founded as a cosmeceutical e-tailer 13 years ago, LovelySkin.com jumped from virtual to brick-and-mortar last year with a 16,500-square-foot store in Omaha. The store stocks 170 brands and sells 90 percent or more of each brand's product lineup, which means 7,000 stockkeeping units are available at any given time. Joel Schlessinger, the dermatologist behind LovelySkin.com, estimates about 75 percent of sales are from skin care, with Obagi, Skin Medica, NeoCutis, NeoStrata, Lumiere, La Roche Posay and Kinerase among the bestsellers, and 25 percent from makeup, with Colorescience, Jane Iredale and Glo the most popular. The staff numbers about 25 people, half of whom are aestheticians. (A spa room offers services.) Staff members rotate between Schlessinger's dermatology practice and the store to deepen their knowledge of people's skin care concerns. In its first year, Schlessinger expects the LovelySkin.com store to generate at least \$1 million in retail sales. —R.B.  
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**Campomarzio70**  
ROME

A former stable-block, albeit one that belonged to a noble Roman family, is an unlikely spot for a new perfumery, but Campomarzio70 is no ordinary store. Intended to meet the demanding requirements of fragrance connoisseurs, the boutique is reminiscent of a contemporary gallery space and the type of traditional perfumery that used to line Italy's tony streets. "It's for perfume lovers who want to discover, learn and experience olfactory art," says owner Valentino Di Liello, who opened the store after noting clients in his two high-end perfumeries in Rome were increasingly asking about niche fragrances. To that end, Campomarzio70 features 20 brands, including Grossmith from Britain, Vero.Profumo created by the anticonformist nose Vero Kern, and Yosh from perfumer Yosh Han. The space is divided into salon-style corners to host events, art installations and even food and drink tasting sessions inspired by olfactory families. And for those wishing to avoid the scented crowds (read Russian and Arab clients who prefer a more intimate setting), there's a VIP enclave complete with dedicated consultant. —KERRY OLSEN  
*Via Vittoria 50/52; 39.06.679.8384*

