

Moroccanoil on a mission to boost global duty free presence



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Moroccanoil, the oil-infused beauty brand, has introduced several omnichannel product launches, including new Blonde Perfecting Purple Shampoo and a new styling tools collection.

These launches are targeted at both professionals and consumers.

Designed for blonde, lightened and grey hair, Blonde Perfecting Purple Shampoo features a professional-strength, sulfate-free formula to neutralize brassiness. With proprietary Moroccanoil ArganID technology, it delivers argan oil into the hair's cortex, while helping to seal the cuticle and impart shine.

The brand's new range of styling tools for consumers and professionals includes two new releases—the Smooth Style Ceramic Heated Brush and Power Performance Ionic Hair Dryer—as well as the upgraded Smart Styling Infrared Hair Dryer, Perfectly Polished Titanium Flat Iron, and Everlasting Curl Titanium Curling Iron. They are designed to offer salon-grade performance with the latest technology.

This year has also seen the launch of the brand-new Moroccanoil Academy, a state-of-the-art, 8,500 square foot facility in New York City, designed to provide hands-on, customized education to stylists.

The beauty brand is continuing its global retail growth, steadily expanding in Japan with Jatco and

NAA, and in South Korea with Shilla and Shinsegae, as well as rolling out to more 3Sixty airports throughout the US. MoroccanOil also continues to increase its cruise ship presence via Somar Distribution, in partnership with Starboard.

Continuing its partnership with Dufry, MoroccanOil is working on an expansion plan for the top doors in Latin America. Opportunities are also being explored in the Middle East, Asia, and Africa.

And across channels, more retailers will be offering MoroccanOil products through click-and-collect, so consumers can buy online and pick up in-store, for a more streamlined experience.

Travel retail strategy

MoroccanOil is further evolving its travel retail strategy in the months ahead. An increased focus on travel sizes and sets—currently among the brand’s best-selling SKUs—will seek to bring convenience, full routine and exclusivity to the consumer.

Exciting new merchandising offerings will be rolled out, with new fixtures and more ways to bring the brand to life, featuring star products throughout the year, the company said.

The brand will continue to seize opportunities in secondary and gate stores in both international and regional airports. Pop-up shops—a big success for the brand in 2019—will be a key focus, offering consumers unique experiences including consultations, dry styling, express body treatments and more.

“This is an exciting time for MoroccanOil, with continued overall growth for the brand.” said John Gates, MoroccanOil Senior Vice President of Retail and Travel Retail Sales. “We are looking forward to further innovation and expansion, with a renewed focus on our professional roots.”