

## Beauty Radar Screen: August 12, 2010

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Posted THURSDAY AUGUST 12, 2010

From [WWD.COM](http://www.wwd.com)



Lerock denim.

Photo By Courtesy Photo

### Sephora Bets Its Bottom Dollar on Denim

**MILAN** — Bottoms up!

Sephora, the LVMH Moët Hennessy Louis Vuitton-owned perfumery chain, is adding denim to its retail mix here by rolling out alongside its beauty products a limited edition collection of women's Lerock jeans.

The denim collection, dubbed Lift Up, is said to create a push-up effect for the posterior through a combination of stretch fibers and ergonomic cuts.

After a successful preview in July at dedicated in-store sales points at Sephora locations in Rome and Riccione, the collection is set to launch with an appropriately named "Bottoms Party" on Sept. 9 at Sephora's Italian flagship here on Corso Vittorio Emanuele as part of the retailer's contribution to Fashion's Night Out.

Prices start at 80 euros, or \$103.23 at current exchange, for the trousers, which are designed by Italian stylist Luca Berti and produced by Chinese manufacturer Vigoss.

**-Kerry Olsen**

### Oriflame India Names Managing Director

**NEW DELHI** — Oriflame India has named Marcus Sandström, 38,

managing director.

Upon taking the position, Sandström, a native of Sweden, said he envisions transforming Oriflame into a "must-have" brand in India and making it the biggest market for the Sweden-based beauty direct seller.

Before joining Oriflame India, Sandström was executive vice president of Switzerland-based Lux International AG, where he headed sales and corporate development. Also in his 13-year career, Sandström has worked for Electrolux Appliances Co. Ltd. and Vorwerk International, and served in 2004 as vice chairman for the Nordic Chamber of Commerce Vietnam, located in Ho Chi Minh City.

At Oriflame, Sandström succeeds Fredrik Widell, who was also the former chairman of the Indian Direct Selling Association.

Widell was credited with repositioning Oriflame in India over the last year via high-profile product launches and associated events, some of which involved fashion designer Rohit Bal and fashion collections launched by other designers with Oriflame.

**-Mayuri Saini**