

St.Tropez

The Ultimate Tan

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CoolBrands



Like its namesake on the French Riviera, the St.Tropez tan is renowned for its association with the rich and famous – the tan of choice for celebrities, beauty professionals and trendsetters.

The brand's roots lie in Los Angeles (not altogether surprising given the Hollywood quest for flawless tanned skin) and while it continues to perform well in America, in the UK and Ireland its profile has reached new heights, often being described as the product that created and helped to define the self-tanning industry.

St. Tropez's UK success is strongly linked to its industry background. It remained a niche product for five years after it was first introduced, available only in beauty salons as part of a professionally applied tanning treatment. This gave the brand a professional edge while, at the same time, boosted the turnover of many small beauty businesses countrywide. Its exclusivity made it an enigma, which in turn increased its desirability. As the word spread – at first through word-of-mouth – consumers began to share their experiences, promoting the brand to cult status.

There is little doubt that in recent years self-tanning has evolved enormously with spray tanning becoming the new buzzword (and a sub-sector) within the self-tanning industry. During this time St.Tropez has continued to develop and improve its range of products.

While the most effective way to achieve a long-lasting St.Tropez tan is still the Classic Lotion Treatment – a pampering

in-salon experience where the client relies on the skills, knowledge and professionalism of a trained therapist – modern lifestyles demand speed, and a self-tan is now considered a 'must have' item for many men and women. As market leaders of the spray tanning industry, St.Tropez introduced an innovative range of spray tanning units and systems that enabled salons to introduce this new technology into their business. It was a move that opened up the possibilities of spray tanning to everyone, even the time-starved who could now get a St.Tropez treatment in minutes – even during their lunch break.

St.Tropez operates a successful retail business that has been built around a marketing strategy, which focuses on extensive PR and little advertising. The brand is credited with opening up the convenience of home self-tanning to the mass market. Since becoming widely available on the high street its popularity has increased considerably and as the market continues to grow, so too does the range of St.Tropez Step 3 (self-tan) products; remaining a perennial favourite with readers and beauty editors, as illustrated by the various reader's accolades and awards it has won.

St.Tropez's newest Step 3 product, Aero Bronze, is a fast spray-tanning product that allows people to create a rich looking tan in the privacy of their own home – without the sun, and without any patches. The ultra-fine aerosol has been designed to be easy-to-use (the home-use 'airbrush' can even spray upside down) with a combination of aloe vera and bronzers specifically developed to work instantly, enabling the tan to intensify over four hours. Since its launch, Aero Bronze has taken the market by storm and is used by many consumers as a top-up-tan in between salon treatments.

St.Tropez's future plans are consistent with its past – to remain the number one salon brand in the UK by championing development in tanning systems and encouraging the further use of self-tanning products in salons. It is also looking to increase its investment in new product development for the take-home market and expand further into European markets. The market in the US looks set to grow significantly and St.Tropez plans to capitalise on this, just as it has in the UK.

