

Personal Care for Conscious Travellers

How B&S helped a unique brand break into Duty-Free and Travel Retail without lowering its high sustainability standards

Breaking into a niche market is never easy, even for successful brands. You need an experienced partner who can navigate all the logistical complexities of this new environment *and* deliver an integrated brand strategy. But when you're a Certified B Corporation, you also need to maintain high social and environmental standards. By partnering with B&S, Naïf knew it could enter the Duty-Free and Travel Retail market with speed and confidence. And all in line with its mission and values.

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About Naïf

Naïf is a skincare brand for adults, babies and children that uses only natural ingredients. The Dutch brand is growing rapidly with its "do good" philosophy. It's determined to make a positive impact in all that it does, and conscious consumers appreciate this.

When Naïf approached us, the product was already on the shelves of well-known drugstores, concept stores, children's stores and even high-end boutiques in a number of European countries. But when your mission is to change the world of personal care, you don't stop there.

The challenge

Naïf already knew its next move: moving into Duty-Free and Travel Retail. This market was offering few personal care products that respect and protect both consumers and the planet. But breaking into specialty markets is a challenge for any ambitious business.

For Naïf, there were two added complications. Families—especially those with young children—are always well prepared when they travel, so knowing what would influence them to buy their product was essential. Plus, high sustainability standards had to be maintained.

"If we had to describe our type of consumer, it would be a conscious woman between the ages of 25-35. This is also the age at which most women have children, and so in addition to personal care, they can also immediately purchase it for the little one. The baby line fits perfectly with that! It's really about the conscious consumer who wants the best for themselves and loved ones. Who looks further and finds important what the brand stands for and its sustainable aspect. "

Name, Proud Father and Co-Founder of Naïf

Fortunately, we could help on all fronts. B&S already has a proven track record in Duty-Free and Travel Retail. Our airport retail concepts, including our own [Capi stores](#), offer total solutions for premium products and tailored marketing activities for a distinctive shopping experience. What's more, through our Sustainability Strategy 2030, we prioritise responsible sourcing practices and product portfolios based on sustainability accreditations. It was an ideal match.

The process

A dedicated team within our beauty own-label Signature Beauty was set up to create a tailored brand and product strategy while also providing after-sales support. Their primary focus was fully understanding Naïf's consumers—European travellers who want the best for themselves and loved ones—as well as the market's purchasing drivers and seasonalities.

This in-depth knowledge was then used to deliver a unique end-to-end solution, including product range optimisation, price point setting, target segmentation, product placement and in-store activations.

The result

- **A successful retail formula with the right product range**

Naïf's skincare products were quickly placed at the right price points in various European airports, including Eindhoven, Bremen and Rotterdam The Hague airports. Consequently, the brand's presence and product sales in Duty-Free and Travel Retail took off instantly.

- **Increased brand recognition through in-store activations and product placements**

The approach was so successful that a new product category (integrated sun care) was being offered to consumers within a few months. New purchasing drivers like focusing on gifting and travel sizes and on seasonalities such as sun care for the ski season have also been developed.

Building naturally a product portfolio based on sustainability accreditations

Our focus on sustainable brands and our expertise in Duty-Free and Travel Retail put us in the perfect position to help Naïf achieve the next stage of growth. Today, just one year after the partnership was formed, Naïf has a solid understanding of consumer behaviour in this unique market and expanded its portfolio into other categories. And all without breaking its promise to respect and protect the purity of humans and the planet.

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