



EUROPE: *Italy*

ECONOMIC CLIMATE

People are increasingly aware of who is who and who does what in our business. The customer now wants a “guarantee” that his/her money is being spent for something that is really worth it. The reputation of a business is everything; superior quality and service together are a must. The economic downturn has unfortunately affected the profitability in some areas, where profit is down 20% compared to 2008.

Some areas have still been able to maintain good results and have reported stable figures. Requests for new projects and a downturn in product sales is another result of the downturn.

INNOVATION

When talking about design, the tendency of “green” values and care for the environment is really strong. The ayurveda method is also quite popular these days.

For my own business we have given more importance to branding. We have created a Brand book for our trademark DS and a new Designbook for the care suite DS.

We are also working on a new product line, WHITE GOLD. Following our key elements that include the mountains, fresh air, spring water, the colour white and true, natural materials.

SUBMITTED BY:

Daniela Steiner
Founder and Creative Director
Steiner Cosmetics
San Cassiano in Badia, Italy

info@steiner cosmetics.com
www.steiner cosmetics.com

DANIELA STEINER