

WWD FRIDAY

Beauty



Coif Couture

L'Oréal Professionnel has based its new hairstyling range, Texture Expert, on haute couture, designing each of the 16 products to deliver customization and personalization. Texture Expert arrives in salons in October and, according to industry sources, could generate as much as \$35 million its first year at retail. For more, see page 10.

As Net Rises, Estée Lauder Cos. Outlines Overseas Growth Plan

By Molly Prior

NEW YORK — The Estée Lauder Cos. Inc. is flexing its muscle abroad.

The beauty firm, which on Thursday reported a 99 percent surge in fourth-quarter profits, outlined plans to strengthen its

international business in an attempt to buffer the company from softness in U.S. department stores.

Despite the company's bullishness about its international business, the Estée Lauder Cos.' fourth-quarter earnings and full-

year guidance were lower than analyst expectations, and shares fell 6.6 percent to close at \$40.30 on the New York Stock Exchange Thursday. The company said it expects fiscal 2008 net sales to

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▲ Lip Gloss by Yves Saint Laurent.

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Liquid Luxe

Shu Uemura, the Japanese godfather of makeup artist brands, is expanding into prestige hair care with the Art of Hair. The line, which includes premium-priced shampoo, masques and styling products, will be available in a very select number of top-tier salons beginning in June. Art of Hair could generate as much as \$8 million in its first year on shelves. For more, see page 7.



Pop Goes Madonna: H&M Launch Lures Fans Around the Globe

By WWD Staff

Madonna certainly has her legions of obsessed fans, but when it comes to fashion, she's not quite Karl Lagerfeld, Stella McCartney or Viktor & Rolf.

After an initial rush of crowds

through the doors of Hennes & Mauritz stores around the world, where fans sought the first installment of M by Madonna merchandise, the fast-fashion chain said it was pleased with sales.

But the activity and crowds

seemed to flow in a less frenzied way compared with the mania that stretched over several days for Lagerfeld's H&M collection. The pop star's collection was introduced Thursday at H&M

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