

PGE: Exclusive Black Up Cosmetics ranks #1 in first Points of Sale in Caribbean

Following the announcement in March 2011 that it had added the prestigious Black Up Cosmetics brand to its portfolio, Miami-based distribution company PGE reports that it has been devoting its full attention to launching the line with exclusive operators in the Caribbean.

Black Up cosmetics is a high-end makeup artist brand that is specifically created for women of color, a concept that is almost unique in the industry.

“It was this uniqueness that attracted the attention of our company and our wish to bring the product to the Caribbean. It truly is a line made for the people of the Caribbean,” comments PGE President Jean-François Picot.

PGE opened its first Black Up point of sale in August, 2011, in St. Maarten in partnership with Vanity First’s Phillipsburg store. In the first month after opening, Black Up ranked #1 in sales amongst all cosmetics lines in the store. With such great success on the Dutch side of the French/Dutch island, PGE opened the Black Up brand with Vanity First’s store on the French side of the island in November.

One of the Black Up Cosmetics head makeup artists flew in from Paris exclusively for the launch, to offer makeovers to Vanity First’s VIP clientele. Both points of sale today employ a full-time Black Up exclusive makeup artist and offer in-store makeup consultations and makeovers.

Also in November, PGE launched Black Up in Grand Caymans in partnership with Kirk Freeport.

“The launch was also a great success, supported by a trained full-time in-store makeup artist representing the line,” says Picot. The launch was so successful that the brand sold out in December and products had to be drop shipped from Paris.

With the development of Black Up in the Caribbean and the preparation for a number of new POS launches in 2012, PGE hosted a 3-day Black Up Training event for in-store makeup artists last November. The training, which took place in Miami at the PGE offices, welcomed makeup artists from St. Martin, St. Maarten, Grand Cayman, Haiti, Jamaica and Barbados. The makeup-training seminar and workshops were conducted by one of the head makeup artists from Black Up, who came directly from Paris for the event.

Interest in the brand is so intense, that PGE has also launched a Black Up Caribbean Facebook page to keep the fans and customers in the Caribbean informed about the news and developments of the brand in the territory. Launched at the end of last year, the Facebook page attracted a following of over 1,000 fans from the islands just weeks after it went live, says Picot.

“The use of Facebook has truly served as a marketing and PR platform allowing the company to reach what would

ideally be the end consumer and keep her informed about all the news and events in the area,” he says.

For this year, Black Up will be launched in the Bahamas, Jamaica, Bermuda, Barbados, Aruba, Haiti, Grenada, and St. Kitts. Gibbon’s in Bermuda will be the next retailer to launch the brand, with the opening scheduled for this month.

For more information, please contact PGE at jfpicot@pgeinc.com.



The launch of Black Up at Vanity First in French St. Martin where the brand jumped to the #1 position for cosmetics.



*Far left: The PGE team and makeup artists during the special Black Up training for makeup artists in Miami late last year.
Left: The Black Up makeup artists at the training in Miami.*