



SOMMERZEIT

NailArt-Ideen für den Strand
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SONNENSCHNEIN

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Co. ab Seite 22



Anzeige

Catherine Nail Collection GmbH:

Entdecke die
wahre Größe in
dir!

Farbtrend majesty

Interview

“Beauty is my business”

Udo Springer has been the new CEO and Managing Director of alessandro International since May. He has many years of experience in the beauty industry. We asked him about his plans for his new post.



Udo Springer, new Managing Director of alessandro International

Nailpro: Mr Springer, you were working for another large cosmetics company for a long time. What is it about your new task that particularly attracts you?

Udo Springer: The kick for me is the alessandro brand. As a passionate “beautyholic”, I have the chance to play in the Premier League. My ambition is to help further expand the market leadership of the renowned and highly successful German cosmetics brand in Germany. In addition to this market strategic lead, I want see the realisation of the brand’s potential and ensure that the international roll-out turns out to be a success story.

Beauty has been my business ever since I began working in this industry. I am aware of the needs of millions of women and men around the world for beauty and an attractive look. I am also professionally familiar with the international markets and product segments.

What is your assessment of the current market situation? Where do you see opportunities? Where are the challenges?

A constantly expanding and crisis-proof market is developing above all thanks to the steadily growing nail mania. This goes hand in hand with the continuous growth of nail studios and beauty institutes.

alessandro is benefiting from this trend. In order for us to consistently attract attention, consumers must be surprised by product innovations and new services in the studio. This is what our customers expect and we want to continue to impress them! Seduction is a core element of beauty and this is achieved with new, better and more impressive products for consumers. In view of the rapidly changing media world, it is a permanent challenge to precisely determine the target group’s touchpoints and to cater to them as needed.

In which area do you see greater growth potential: in the professional or the consumer sector?

I see potential for growth in both segments! In both markets, consumers set the coordinates for the further development of their needs and requirements. It is about the quality of products and service offerings. For the professional sector, this means that nail studios and beauty institutes first of all have to offer an optimal overall package and realise this in an absolutely satisfactory manner. Appealing service, high quality of stay and top manicure or pedicure results guarantee longer customer loyalty and generate recommendations. Only a thoroughly pampered customer is a permanent customer!

Is the strategic orientation going to change? Will the company continue to focus on nail professionals? Or will the focus increasingly shift to end users?

“Consumer and customer centric” is our strategic manifesto. The professional business sector is our mainstay and we also see it as our future line of approach in order to expand alessandro’s number one position. Our professional experience is channelled into the development of retail products that leverage our image and reputation to boost their chances of success on the market.

How important do you see education and training as being?

Intensive education and training is the key to success! Only professional nail artists can meet the demands of the customers for perfect nail art. They create fancy nail art using different materials, buffers and brushes. They also have to keep an eye on new trends, techniques and nailery.

Which product segment holds the greatest potential for innovation?

As I see it, the most spectacular innovations are to be expected in the area of sculpting and colour, since that is where a new chapter can be added to the story of the nail mania.

What are your long-term goals for the brand and the company?

The goal is to establish alessandro as the reference brand in the professional nail market. We are also expanding our market leadership in Germany and are gradually implementing the roll-out of alessandro’s success story on the international markets.

The interview was conducted by Dirk Täuber