

FRAGRANCE AND PERSONAL CARE

Bluemercury marks 25th anniversary with digital rebrand

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Announced Sep. 4, a redesigned site and refreshed social channels join the brand's bricks-and-mortar transformation. Image credit: Bluemercury

By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

Leading luxury beauty retailer Bluemercury is refreshing its image as it reaches a major operational milestone.

The storefront is evolving its omnichannel presence in celebration of its 25th anniversary. Refreshed elements of its brand, including its website, social channels, including [Instagram](#) and [TikTok](#), and monogram "B" logo design, as well as an updated physical store format, are debuting as part of a premium experience Bluemercury is calling "The New Blue."

"We are thrilled to not only be celebrating 25 years in luxury beauty, but also to be making these significant advancements with the brand," said Maly Bernstein, CEO of [Bluemercury](#), in a statement.

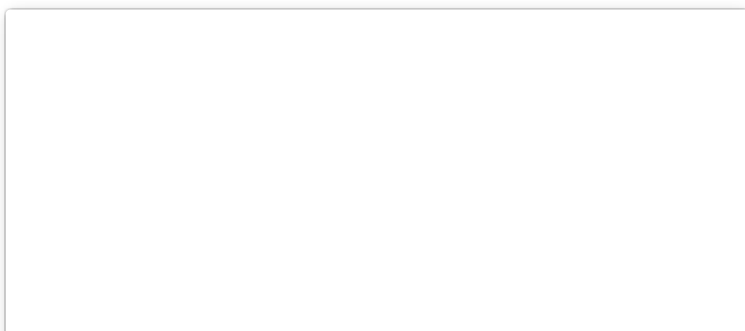
"This milestone represents one component of our ongoing evolution, and we cannot wait for our current and future clients to discover Bluemercury in a modernized, refreshed way from the in-store experience to the way we show up online, to the brands we carry."

Big splash

Though changes to Bluemercury's digital channels are announced today, its bricks-and-mortar rebrand launched recently within eight storefronts across the United States.

These select retail hubs received an overhaul, now offering new personalization services. Bluemercury plans to flip a number of additional locations in the coming months.

Several brand partnerships have also been unveiled under The New Blue effort.



[View this post on Instagram](#)

A post shared by Bluemercury (@bluemercury)

In honor of Bluemercury's birthday, the retailer will begin to sell items from premium beauty brands Victoria Beckham Beauty and Anastasia Beverly Hills online and in select stores. Department store chain Bloomingdale's recently expanded its in-store offerings as a part of a fall campaign ([see story](#)).

"As a best-in-class brand curator that our clients know and trust, we are very purposeful in selecting the brands we bring to our portfolio," said Tracy Kline, head of merchandising and spa at Bluemercury, in a statement.

"We'll always be committed to bringing results-driven beauty solutions to our clients, evidenced through our skincare authority with professional brands such as SkinCeuticals and SkinMedica, and now further with new partners Victoria Beckham Beauty and Anastasia Beverly Hills," Ms. Kline said. "These brands have uncompromising standards reflected in their products and we know our clients will fall in love, if they aren't already."

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