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Internship at Chantecaille Beaute

This summer I was given the opportunity to intern for a French cosmetics company, Chantecaille Beaute, which is located in New York City. Chantecaille is family-owned and run and was founded by the inventor and creator of Estee Lauder's Prescriptives makeup and skincare line. With this extensive knowledge in the beauty industry, Chantecaille has been in business for fifteen years and has creative and clever inspiration behind their designs. Chantecaille carries all types of skincare and makeup from anti-aging cleansers to lipsticks and mascaras, and is well known for their philanthropy work and motto: "using beauty to change the world". Their products are sold at high-end department stores, including Barney's of New York, Nordstrom, Saks Fifth Avenue and Bloomingdales and also on their website www.Chantecaille.com. There are approximately twenty-five employees in their corporate office between many different departments such as, Marketing and Public Relations, Product Development, Sales and Promotions, and Creative. The company also employs Account Executives, who are responsible for the counters and displays at the department stores in the United States and in several other countries.

At Chantecaille, I gained exposure into all the different departments which allowed me to work with all the staff and complete various projects. For the Marketing and Public Relations department, my daily responsibilities included updating and editing seasonal press releases, locating and filing editorial coverage, packing Makeup Artist and Editor send outs, helping to prepare and organize marketing materials and gratis for Neiman Marcus Conclave, and organizing the press closet. My jobs for the Product

Development team involved organizing the shade library, cataloging the products for registration and filing vendor submissions. Lastly, my tasks for the Sales and Promotions department included generating Gifts with Purchase and event recaps, managing retail calendars, tracking daily sales and helping to organize the Fall 2013 Sales Meeting, which I was able to attend in June.

With my experience as an intern this summer I learned how to multitask, as I worked in a fast-paced environment with many deadlines. I learned how to communicate and work in close contact with many different personalities between many different departments. Each department required something different from me, which forced me to become skilled in each project I was asked to perform. Throughout the summer I mainly worked with the Public Relations and Marketing staff, since they felt this path was best for my skillset and English major. I was able to assist in editing and creating Press Releases for new products the company was launching. For example, I used creativity to best describe a lipstick or cleanser to suit an array of customers. I also tried many of the products to determine the best description of color for many of the lip and eyeshades. For instance, I was asked to describe a pink lip-gloss with originality by saying it was a “pearlescent pink” or “elegant cranberry”. My descriptions were used on many different press releases that are sent daily to makeup artists and magazines for potential coverage of Chantecaille’s products. Each day I would receive emails from editors and celebrity makeup artists requesting products for consideration. I would then pack up the products and either call a messenger or prepare a FedEx form. A few times during the summer it was important that requested products be hand delivered by a staff member to editors at companies like Conde Nast, and I was the go-to person to accomplish this. I enjoyed the

responsibility I was given, since I was trusted with properly packaging the delicate cosmetics and verifying their delivery daily. As an intern, I was asked to call a Media Coverage service when a product was featured on a television program. For example, our “Save the Sharks Palette” was featured on Good Morning America during Shark Week, so I was in charge of making sure someone was able to record the program and send a copy of the footage to the office, cost-effectively.

Chantecaille is featured quite frequently in magazines such as *The Hamptons*, *Vanity Fair*, *Vogue* and *Glamour*, so I would flip through each issue and scan the coverage, which either included personal, family or press. One of the family’s daughters, Olivia Chantecaille, is a former model and she is featured often in these magazines modeling the products. During my first week as an intern, I was able to attend the film shoot for the Holiday Collection, which was such great exposure into the creativity behind the products and gave me insight on how to properly apply the cosmetics. My favorite event during the summer was the weeklong Sales Meeting, which was held in New York. During this meeting, I assisted in organizing over twenty account executives and helped present the Fall Collection to them. Chantecaille reserved space at a local hotel to explain the importance of the new products and how to market each item. The family, each having a significant function in the company, showcased a portion of their objective to their employees who will travel around the world and country to launch the newest collection. Being a part of and understanding the significance of such a meeting which only happens twice a year truly helped me become involved in the company; and especially allowed me to gain knowledge about the products I worked with each day.

While some of my tasks did not seem as important immediately, I now understand their significance and I appreciate the responsibilities my boss gave me. I feel I made a difference at Chantecaille because I was open to so many different projects and I never let not knowing how to do something stop me. Although I mainly worked in three departments throughout the summer, I was given the most exposure to Public Relations. I feel as if I would excel in this field the most. I enjoyed the personal contact my boss had each day with many different people and I enjoyed the writing and creativity aspect involved in this position. I learned far more about the beauty world than I could ever have imagined. This wonderful experience truly allowed me to narrow down which profession I would like to pursue after Sewanee and gave me more insight on what I can do with an English major. At the end of my summer, I was gratified to learn that the company would love for me to come back and work during the Christmas break. I am pleased to know that this opportunity has proven to be a success on both sides.