

# Professional BEAUTY

## French–Australian LA FERVANCE Successfully Merges Luxury and Sustainable Beauty in Two Bespoke Skincare Solutions

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Working in the professional beauty and skincare space can very often leave one spoilt for choice. As both aestheticians and consumers of what can only objectively be considered the-best-of-the-best formulations, delivery systems, and R&D in the market, zeroing in on one brand or product for use is no easy feat.

Where some brands thrive as cosmeceutical pioneers, and others lead in high-end spas, talks of product sustainability have come increasingly high on the agenda. On fewer occasions, however, do such defining characteristics combine. Likewise, few brands successfully merge the worlds of luxury beauty and sustainable beauty. **Until now.**

# The origins of LA FERVANCE

Cutting through the noise is **LA FERVANCE** – a French skincare brand with Australian roots, co-founded by Melissa Obeid. The brand's hero product – **ÉCLAT EXTRAORDINAIRE** – caught the attention of this journalist some months ago. **LA FERVANCE**, distributed in Australia and New Zealand by **Reveal**, says luxury on first inspecting its packaging. Its only two products – creams housed in weighty glass jars – are distinguishable by their gold, **LA FERVANCE**-embossed lids. **ÉCLAT** shimmers with fragments of 23K gold dust.

The opulence of it all, a reflection of a past life. Melissa was no stranger to the fashion and art worlds. She left Melbourne for Europe on completing her degree, only to commence study at The Paris Fashion Institute. She undertook roles at a French fashion label press office and Prêt à Porter fashion week, listing the likes of Jean Paul Gaultier on speed dial.

On moving back to Australia, stints in advertising and event management eventually landed her a gig at The National Gallery of Victoria as the Head of the NGV Members Department. "It was there, in 2014, working on the *Napoleon: Revolution to Empire* exhibition that I learned of Napoleon and Josephine's fascination with Australia's native flora and fauna. That experience gave the spark of inspiration for what was to come years later," Melissa shares.

## A French perspective

By 2016, Melissa moved back in France to fully immerse herself in what she considers "the skincare luxury mecca of the world". Time spent in both Paris and Provence led to the conceptualisation, development and launch of **LA FERVANCE** by 2020. "[France] enabled a privileged access to beauty industry expertise that would have been impossible to tap into from Australia, supported by my proficiency in the French language and deep appreciation of French culture," Melissa says. "I am absolutely passionate about travel, connecting with like-spirited people, and the creation process, so I often say **LA FERVANCE** is a vehicle to satisfy all these passions."



LA FERVANCE ÉCLAT EXTRAORDINAIRE



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LA FERVANCE Co-Founder, Melissa Obeid

## The products

**ÉCLAT** was the first to debut – a rich, multi-use moisturiser-mask hybrid designed to lift, plump and illuminate the skin. The cream arrived just as the world was struck by the pandemic, and skincare routines were culled and curated. Users are invited to use **ÉCLAT** to prime the skin for a day of wear, or bask in the ritual of a slow, evening application. Its custom scent combines star aniseed, sandalwood, patchouli and honey to create a warming, decadent treat for the skin. "For me, the scents are a vital part of the **LA FERVANCE** experience. It forms part of the ritual and the scents lend themselves to the usage of the individual products," Melissa explains.

**GOMMAGE EXTRAORDINAIRE** followed 12 months later – an oil-to-milk exfoliator combining carefully selected physical and AHA ingredients to clear the skin of impurities. The sensorial product, Melissa says, "is also the perfect preparation for **ÉCLAT EXTRAORDINAIRE**". She adds, both products have gained global attraction and found favour amongst renowned aestheticians and 5-star spas; "two products and a complete self-care ritual." Melissa even cites *Emily in Paris* actress Phillippine Leroy-Beaulieu to be a fan of the brand, as seen in [an interview](#) with *Glamour*.

"When I meet with spa owners internationally, they tell me they and their clients have found **LA FERVANCE** to be the only product to deliver. They demand results within a luxury framework, but also with a 100 percent natural composition – which an increasing number of people are now preferring," Melissa says. On creating **LA FERVANCE**, Melissa says "There were no authentically luxurious skincare brands that were impeccably presented and delivered high performance results within a 100 percent natural, eco-friendly, and certified framework."

# Fusionistrique Skincare™

Melissa has coined the term *Fusionistrique Skincare™* as a key brand identifier. Merging 'fusion' with 'futuristic', she notes its double meaning. "The fusion pertains to the fusion between ancient Australian Botanicals and French savoir faire and luxury. It's also the fusion between luxury and natural, efficacy and nurturing, which are not traditionally associated with one another. Futuristic pertains to the future of luxury beauty. The future of skincare being minimalistic, sustainable with conscious, with purposeful consumerism at the forefront. It's a philosophy that embodies **LA FERVANCE**." She sees that **LA FERVANCE** has pioneered a category of its own.

The Australian-owned brand harnesses the finest in European and Australian flora and fauna using 100 percent natural ingredients. "From Australia's mountain harvest botanicals and kakadu plum, to the purest French hyaluronic acid in **ÉCLAT EXTRAORDINAIRE**. Australian mango, papaya and pineapple fruit enzymes and ground olive pip powder from Provence feature in **GOMMAGE EXTRAORDINAIRE**. The formulaic power of **LA FERVANCE** can be appreciated both in an instant and with long-term use."

## Luxury meets sustainable

Product packaging is hand-crafted in France and is 100 percent recyclable. Bespoke, therapeutic scents are also locally-derived and contribute to the formulas' opulence. Rather than develop an extensive product portfolio, Melissa has consciously drawn the line at two SKUs. "Many brands have too many products, and I find so many of them become obsolete and unnecessary. The more products in a collection, the greater the impact on the environment. Our strategy is to keep it simple with excellent ingredients of the highest quality that can perform many functions, thus eliminating the need to have so many products."

Despite early reluctance from French suppliers and manufacturers to produce **LA FERVANCE**, Melissa's "vision and persistence" eventually won them over. "Once we decided **LA FERVANCE** would be created in France, it was a case of attending the primary luxury beauty and packaging manufacturers in Paris, Provence and Monaco to source the industry's best. As my intention was on natural formulas and sustainable packaging, I was targeting those laboratories, active ingredient suppliers and glassmakers with this focus. Their initial reactions were memorable, as they were bemused by this unknown Australian woman (with no brand name at that stage!) contacting them to work with her on the creation of a new brand," she admits.

## R&D

Melissa conducted "four-fold, independent clinical testing in accordance with the most stringent global regulations and compliance standards" and several iterations until she settled on the brands' debut formulations; something Melissa says is "rarely demonstrated in the luxury skincare category". "This clinical testing proved remarkable efficacy in the categories of hydration, smoothness, elasticity, firmness, and tone. This is something we are incredibly proud of and of course this speaks volumes in the professional space."

To further demonstrate her sustainability efforts, **LA FERVANCE** has gained certification from The COSMETIC Organic and Natural Standard (COSMOS) and Ecocert. Products are free of propylene glycol, microbeads and microplastics, and do not contain any harsh chemicals. All ingredients are traceable, the brand's website reads. "With the myriad of 'greenwashing' claims in the beauty industry, it was important to me to obtain globally-recognised certification. COSMOS certification is extremely stringent. They certify every ingredient, every manufacturing process, the manufacturers, the storage, the packaging, the materials. . . everything. The certification process was time-consuming and expensive, but ultimately worthwhile. We maintain each certification yearly to comply with the organisation's claim requirement," Melissa explains.



**LA FERVANCE** utilises 100% recyclable materials

## Luxury is timeless

In the face of economic uncertainty, the practice of investing in luxury skincare should be viewed with optimism, Melissa argues. "I liken luxury skincare to quality pieces of clothing, and just like investing in the latter is beneficial and timeless, so too are the benefits of investing in authentic luxury skincare. [We don't often question] the importance of fine fabrics, artisan production methods, the provenance of materials, the source of production, or the entire [fashion] cycle. This same approach [should apply] in the beauty industry. For me, every single one of these elements is essential towards the creation of a luxury product, which is why **LA FERVANCE** is transparent about the provenance of every one of our ingredients (many of which are food grade), of our packaging, and production. We are the only luxury skincare brand to do this."

"**LA FERVANCE** is more than a skincare brand – it was born from an authentic, heartfelt story and a vision of perfection and of non-compromise towards the creation of an ethos and products which satisfied my absolute wish list for what a luxurious beauty brand should be," Melissa concludes. "I did not stop until I was entirely satisfied with the final results. It's only then that I knew I could stand before any client, buyer, customer and explain with full confidence the extraordinary qualities of **LA FERVANCE**."

**To learn more on LA FERVANCE, contact Reveal here.**

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