

# THOMAS KOSMALA PARIS

Accelerating brand growth through North  
America's premier department store

at PCA COMPANIES case study



# Thomas Kosmala

Leveraging The PCA Company's expertise in the luxury fragrance market, our team successfully elevated Thomas Kosmala's brand ranking from #24 to #12 at Premier North America Department store in 1 season.

Earned full chain expansion, from 75 doors to all 272.

## The Challenge

PCA was tasked with increasing distribution and boosting sales in the US market, while simultaneously maintaining brand identity and upholding luxury positioning across all consumer touchpoints.

## The Outcome

PCA achieved a substantial increase in distribution and increased the brand's overall sales rank from #24 to #12 in Dillard's stores.



# Brand Strategy

## ⊕ PARTNER

- Collaborate with Thomas Kosmala and his team to determine priorities, founder voice and proper positioning.
- Share back on daily status the news regarding success in the US market, Hero SKUs, sales performance vs plan, and emerging brand opportunities.

## ⊕ TACTICAL ACCELERATION

- Customized programs to education and incentivize selling specialists within Retailer ecosystem, resulting in full price, sustainable retail sales
- In-store meet-and-greet events featuring Thomas Kosmala to generate buzz and establish a prominent brand presence in key markets
- Collaborated with Dillard's to create and implement a scalable expansion strategy, furthering TK's market reach
- Participated in targeted, new guest acquisition programs to introduce TK to relevant consumers and buyers



# Background

Thomas Kosmala, a niche luxury perfumer, partnered with The PCA Company to expand and distribute its high-end fragrance collections in the US market. The goal was to uphold the TK brand identity, translating its position within the luxury market to US consumers.

## KEY SERVICES

- Expanded luxury distribution in the US market, doubling the number of retail outlets from 120 to 241
- Offered comprehensive retail training and sales support, implementing a highly effective SPIFF program elevating the brand's Dillard's rank from #24 to #12
- Implemented strategic promotional and marketing campaigns for the US market, ranking the brand #5 through in-store appearances and events



# Contact

FOR MORE INFORMATION  
PLEASE CONTACT:

[info@thepcacompanies.com](mailto:info@thepcacompanies.com)  
(516) 576 1300