

Wednesday, 8 May 2019

## No Duck-ing success



*Vivy says ingredients, branding and packaging are important to Duck Cosmetics*

SOCIAL influencer Vivy Yusof has always loved reading and writing since she was a child. She took to blogging only after a friend suggested that she blog about her life.

Although sceptical about the idea, Vivy started her blog called [proudduck.com](http://proudduck.com).

Telling the story of how the name came about, the entrepreneur said she and a group of friends in secondary school used to call themselves “ducks.”

That, of course, also inspired the name of her own brand of products incepted in 2014.

Four years prior, she co-founded an e-commerce platform -- FashionValet -- with her husband Datuk Fadzaruddin Shah Anuar in 2010.

“The Duck brand started with selling headscarves.”

Vivy said this was because she found a lack of choices in headscarf designs in the market.

“Duck has a variety of colours and materials for scarves, so there is a wide selection for women to choose from.”

Seeing the high demand from customers, the brand expanded into accessories like bags and stationery in addition to a home living range.

Then came cosmetics.

Duck is the first Malaysian beauty brand to open a store in Pavilion Kuala Lumpur and one of the first local brands to be sold in Sephora stores in Kota Kinabalu, Johor Baru, Ipoh and Putrajaya. In Kuala Lumpur, it is available in Sephora Suria KLCC.

Vivy said selling apparel and cosmetics were completely different ball games and they were striving to compete in the international market.

“You wear make-up on your face, unlike clothes, so it’s a different concept and marketing strategy.

“And there is a gap in the halal cosmetics market.

“It is not only the ingredients that are important, the branding and packaging must be good too.

“We work with a renowned make-up artist who advises us on the formula and how to develop products for Duck cosmetics,” she added.

Vivy said the brand worked with reputable factories in China and the United Kingdom in producing the cosmetics.

“The halal platform is dominated by mass-market brands, which is not aspirational to me.

“I want to create a brand for people who want to use halal make-up, especially the younger crowd, and I want it to be something they can be proud to be a part of.”

(Source: <https://www.thestar.com.my/metro/metro-news/2019/05/08/no-ducking-success/#HVTIQP3a9L81fH7z.99>)