

## FEELUNIQUE LAUNCHES SPARK BEAUTY WITH INDIE BEAUTY MEDIA GROUP

*Dedicated indie beauty subsection to be added to Feelunique*

**LONDON – 17 July 2018** – [Feelunique](#), Europe’s leading online beauty retailer, is pleased to announce the launch of Spark Beauty, a permanent section of the Feelunique website dedicated to independent beauty brands. Spark Beauty was conceived and curated in collaboration with Indie Beauty Media Group (IBMG), the producer of Indie Beauty Expo, the leading international exposition of independent beauty brands.

Spark Beauty will launch with an initial curation of 20 North American brands, including Cannabliss, Clove+Hallow, Le Prunier, No BS, O’o Hawaii, Ogee, OY-L, Pistache, Real Her, Teadora and The Sage Lifestyle. The brands have been carefully selected based on their exceptional products and span a broad selection of categories including skincare, body care, fragrances and colour cosmetics.

Spark Beauty will officially launch online on 24 July 2018 and, in celebration of the launch, Feelunique and IBMG will host a one-day pop-up event at The Hospital Club, London on 3 August 2018, showcasing the chosen indie brands.

**Joel Palix, CEO of Feelunique, said:** “The launch of Spark Beauty on Feelunique reflects our commitment to selling the best independent beauty brands among our unrivalled choice of more than 32,000 products from 500 brands. We are passionate about indie brands and our cross-border platform provides a unique opportunity for these brands and consumers to connect with each other in multiple countries. This is truly beauty without boundaries.

“We look forward to our indie brand showcase event next month. So much of what is special about indie brands is the entrepreneurs behind them and we are excited to welcome these individuals to our London pop-up event.”

**Nader Naeymi-Rad, IBMG Co-Founder, commented:** “Our mission is to foster the growth and success of independent beauty brands. As Europe’s largest online beauty retailer, Feelunique offers indie brands an amazing cross-border platform from which to grow. The time, focus and resources which Feelunique has already committed to Spark Beauty will definitely move the needle for many of these selected brands.”

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“One of the key benefits of Feelunique is that it allows small brands to test new markets, providing the opportunity to be discovered by European consumers, without investing significant time and capital,” **added Jillian Wright, Co-Founder of IBMG.**

“In today's market, it is essential to consistently offer shoppers fresh variety. That is why we aim to leverage every IBE event in the US and in Europe, especially the upcoming show in London, as opportunities to source and secure new brands for Spark Beauty, with the aim of building the largest collection of this kind in the world,” **added Nigel Lawmon, Commercial Director at Feelunique.**

**-ENDS-**

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## **About Feelunique**

Founded in 2005, Feelunique has grown to become Europe's largest online beauty retailer with more than 32,000 products available from 500 brands across makeup, skincare, haircare, fragrance and electricals. Feelunique is a cross-border retailer, shipping to over 120 countries with dedicated websites in the UK, France, the EU, Germany, Norway, China and the US. Feelunique carries major brands including Chanel, Dior, Tom Ford and Nars as well as indie brands such as Charlotte Tilbury, Anastasia, Caudalie and Moroccanoil.

## **About Indie Beauty Media Group (IBMG)**

IBMG's mission is to recognize, showcase and celebrate independent beauty brands and to support the growth and success of the entrepreneurs behind them. IBMG's first offering, the Indie Beauty Expo (IBE) was launched in 2015 and is now the largest professionally-curated international exposition of independent beauty brands, and is presented in five strategic international retail markets: New York,

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Los Angeles, Dallas, London and Berlin. IBMG has also launched a range of services to better support beauty entrepreneurs on their path to success, including BeautyX Summit series, Beauty Independent news and knowledge and Retail Advisory services.