



Press release

Douglas launches #FORWARDBEAUTYChallenge contest for beauty brand and tech start-ups

- Contest aims at discovering the most innovative beauty brands and retail technologies
- Winning idea will have ongoing support from Douglas and the opportunity to tap into its vast network
- CEO Tina Müller: "The #FORWARDBEAUTYChallenge gives bright minds a stage to develop their full potential and ensures Douglas continues to offer the most innovative beauty retail experience for our customers."

Düsseldorf, 5 October 2018. Douglas, one of Europe's leading beauty retailers, has launched the #FORWARDBEAUTYChallenge – a contest for promising beauty and retail technology entrepreneurs to pitch their ideas that will enhance how Douglas serves its customers now and in the future. In line with its #FORWARDBEAUTY strategy, Douglas is focused on providing excellent customer experience both online and in stores. As the beauty industry is one of the most progressive and disruptive industries in the world, the contest allows Douglas to drive innovation by developing and investing in high potential start-ups, and ultimately shape the best beauty retail experience of tomorrow.

"The challenge is a new way for us to discover untapped potential – from independent beauty brands of the future, to technologies that could completely revolutionize our retail offering. The #FORWARDBEAUTYChallenge gives bright minds a stage to develop their full potential and ensures Douglas continues to offer the most innovative beauty retail experience for our customers", states Tina Müller, CEO Douglas Group.

Beauty and retail technology start-ups are invited to enter the contest, with a selected ten being invited to participate and pitch their idea to a panel of esteemed judges including Douglas Group CEO, Tina Müller, InStyle Germany Beauty Director Eva Jost, and Dr. Joerg Karas, CEO of Schwan Cosmetics.

"I am thrilled to be part of this event, and for Schwan Cosmetics to work together with Douglas. It truly is a milestone in marking the future of this industry, and highlights just how important it is for retailers and partners to work closer together to shape the future", comments Dr. Joerg Karas, CEO Schwan Cosmetics.

Eva Jost adds: "This is an amazing opportunity for any up-and-coming beauty brand who dreams of being accessed by millions of Douglas customers. Likewise, for beauty tech entrepreneurs, it's not every day that your service could be implemented across over 2,500 stores or online shops in 19 countries."

Over the course of the two days, the initial ten entrants will be shortlisted by the judges to a final four. The final four will work closely with a team of expert mentors to refine their idea, and pitch in a final presentation to the judging panel who will select the winner. The winning idea of the #FORWARDBEAUTYChallenge will receive ongoing support from Douglas via incubation, acceleration or implementation – depending on the stage of the idea's development.

The #FORWARDBEAUTYChallenge will take place at Douglas HQ in Düsseldorf, Germany, on 16-17

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November, 2018. Entries can be made at www.forwardbeautychallenge.com. Entries close Monday 22 October, 2018 CET 12:00PM.

About Douglas:

Douglas is one of the leading retailers in the European beauty industry with about 2,500 stores and fast-growing online shops in 19 European countries. In the financial year 2016/17, the company generated sales of 2.8 billion Euros. Every day, around 20,000 dedicated beauty advisors strive to make their customers more beautiful and thus happier. Douglas has a portfolio of some 38,000 high-quality products in the areas of perfumery, decorative cosmetics and skincare. Providing excellent advice and a range of unique services, Douglas is one of the leading companies in the beauty market – both online and in stores.

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