



Press Release

Acquisition of Bodybell completed – Douglas becomes leading perfumery chain in Spain

Düsseldorf/Madrid, 6 July 2017. Douglas, a leading retailer in the European beauty sector, has become also a leading player in Spain. The acquisition of Grupo Bodybell, which was signed in March, has been completed after all closing conditions had been fulfilled. As agreed with the seller, Douglas took over the entire Bodybell business, comprising 223 perfumeries, two online shops, Bodybell's logistics platform, its wholesale business and a cash-and-carry unit. Together with its existing stores in the country, Douglas now operates a network of 280 stores in Spain.

“We are very pleased to finally welcome our new colleagues to Douglas. By integrating Bodybell into our local business, we are creating the basis for bringing our joint vision for the Spanish market to life. With attractive assortments and an outstanding customer service across all channels, our offline and online stores will soon become a ‘first stop shop’ for perfumery and cosmetics in Spain – as they already are in many other markets”, said Isabelle Parize, CEO of Douglas.

As announced before, Douglas will focus on improving customer experience for the combined business by transferring proven concepts from other European markets to Spain, such as its successful private label product range “Douglas Collection”. To fully leverage its strong international retail brand, Douglas will also rebrand the acquired stores to Douglas and invest into renovations. Moreover, by integrating the online shops with the brick and mortar business, Douglas will work to offer state-of-the-art omnichannel shopping to the Spanish customers.

About Douglas

With approximately 1,900 stores in 19 European countries and about 20,000 highly qualified employees, Douglas is a leading company in the beauty care sector in Europe. Its multi-channel offering that is fully integrated across stores, online and mobile, as well as its continually updated selection of more than 35,000 products, make Douglas the frontrunner in the growing selective beauty market. In the financial year 2015/16, Douglas generated annual sales of approx. €2.7 billion.

Douglas opened its first perfumery in Spain in November 1995. Post-transaction, the local subsidiary now counts 280 stores with more than 2,000 employees.

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