

# DOUGLAS

## PRESS RELEASE

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### *Douglas launches marketplace with first and exclusive beauty partner programme in Europe*

- Douglas introduces exclusive partner programme thus becoming the first marketplace for beauty products in Europe
- The partner programme kicks-off in Germany and will successively be rolled out to further international Douglas markets
- “Platform economy is the business model of the future. With the launch of the marketplace and its partner programme, we are ringing in the decisive phase of our digital transformation: Douglas is becoming a platform, which allows us to successfully consolidate our position as the number one beauty destination”, says Tina Müller, Douglas Group CEO.

Düsseldorf, 31 October 2019. Douglas, one of the leading premium beauty retailers in Europe, is launching an exclusive partner programme and becoming the number one marketplace for beauty products in Europe. With this step, the company is expanding its assortment of some 50,000 premium quality products in the Douglas online shop to include brands from exclusively selected partners.

“With the Douglas Partner Programme as the heart of our platform strategy, we are expanding our beauty assortment without building up additional inventories. We are offering product worlds of even greater diversity and can thus provide our customers with a unique one-stop shopping experience”, explains Vanessa Stütze, Executive Vice President E-Commerce & CRM.

In a first step, the Douglas assortment will be expanded by an additional offering of more than 10,000 products from the accessories and natural cosmetics segments, such as products from natural cosmetics supplier Talea and fashion accessory supplier Brandfield. Furthermore, around 20 other exclusive partners, including parfumdreams, are getting ready to sell their products via the [Douglas online shop in Germany](#). Meanwhile, Douglas is also negotiating with a further 100 potential partners. The

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exclusive programme partners are carefully curated and must meet high quality standards.

Customers can browse for their beauty and lifestyle products on the Douglas online shop as usual. They will be informed upon check-out, whether Douglas or a partner is shipping the purchased products.

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## **ABOUT DOUGLAS:**

Douglas is one of the leading premium beauty retailers in the European beauty industry with about 2,400 stores and fast-growing online shops in 26 European countries. In the financial year 2017/18, the company generated sales of 3.3 billion euros. Every day, around 20,000 dedicated beauty experts strive to make their customers more beautiful and thus happier. Douglas has a portfolio of some 50,000 high-quality products of more than 650 brands in the areas of perfumery, decorative cosmetics and skincare as well as food supplements and accessories. With around 40 million Beauty Card holders, Douglas has one of the largest customer loyalty programs in Europe. Providing excellent consultation and a range of unique services, Douglas is one of the leading companies in the beauty market - both online and in stores.

#doitforyou

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