

# DOUGLAS

## PRESS RELEASE

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### *Douglas makes major deal with Kylie Jenner*

- Douglas is first to launch *Kylie Skin* in Europe
- This will make the premium retailer's biggest skin care launch of 2020
- CEO Tina Müller: „I am proud and excited to finally announce this extraordinary and exclusive partnership: we team up with one of the most admired and influential beauty companies!“

Düsseldorf, 18 December 2019. Douglas announced today its partnership with Kylie Jenner's *Kylie Skin*. This major deal effectively boosts the premium retailer's assortment, who will be launching *Kylie Skin* skincare products exclusively to customers across Europe with a full distribution at Douglas Group. With the launch of *Kylie Skin* Douglas will be adding one of the fastest-growing and most-engaged beauty brands on social media from the US to its assortment thus gaining a valuable driver for footfall and sales in 2020.

Kylie Jenner founded Kylie Cosmetics in 2015 and announced the launch of *Kylie Skin* in May 2019.

Douglas will be offering the *Kylie Skin* line with six different products including the Foaming Face Wash, Walnut Face Scrub, Face Moisturizer, Eye Cream, Vanilla Milk Toner, and Vitamin C Serum starting in spring 2020. All products are vegan, cruelty-free, gluten-free, sulfate and paraben free. Douglas expects this to be the biggest skin care launch of 2020 and to rank among its top ten skin care brands.

“I'm so excited to be bringing Kylie Skin to Douglas Group next year for my first ever retail launch in Europe. So many of my fans have been asking me to make my skincare products available in Europe, and I'm so happy that they'll now be able to test and experience the products in person and purchase in stores for the first time,” said Kylie Jenner.

Tina Müller, Douglas Group CEO, comments on the deal: „I am proud and excited to finally announce this extraordinary and exclusive partnership: we team up with one of the most admired and influential beauty companies! A milestone for Douglas and a giant step to offer our customers the most innovative and unique assortment. Kylie has proven

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numerous times that she meets the zeitgeist of her US customers precisely and we expect to spark that same enthusiasm for her products in Europe.”

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## **ABOUT DOUGLAS:**

Douglas is one of the leading multichannel premium beauty retailers in Europe with about 2,400 stores and a unique e-commerce platform that is currently being expanded into a curated beauty marketplace. The #FORWARDBEAUTY strategy defines the path into the future of omnichannel retailing. Already today Douglas is the number one beauty retailer in 26 countries, offering its customers an attractive portfolio of around 55,000 high-quality products from over 750 brands in the fields of perfumery, decorative cosmetics and skin care, as well as nutritional supplements and accessories. Douglas generated sales of 3.5 billion euros in fiscal year 2018/2019. Around 20,000 beauty experts encourage and inspire Douglas customers every day to live their own kind of beauty.

#doitforyou

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