

## PRESS RELEASE

---

### *Douglas supports retailers online*

- Douglas opens its own online marketplace for significantly more new retailers during the corona crisis
- Online-ready retailers and brand shops can sell their assortment via [douglas.de](https://douglas.de)
- Fast and efficient activation of new partners through newly founded task force
- Tina Müller, Douglas Group CEO: "In these difficult times, we would like to help significantly more retailers and brand shops to generate more sales with their product portfolio via our marketplace."

Düsseldorf, 25 March 2020. Douglas, one of Europe's leading premium beauty retailers, is facilitating access to its marketplace for retailers and brand shops in the current corona crisis. The aim is to enable in particular online-ready retailers to offer their products online more quickly and easily with an increased reach at fair conditions and thereby counterbalance declining sales resulting from store closures. Against the background of the ongoing spread of the corona virus, Douglas has, in accordance with the requirements of national governments and regional authorities, also suspended store trading in most European markets. However, the e-commerce business is not affected by the decisions of European governments and can be used by customers as usual.

Tina Müller, Douglas Group CEO: "As an omnichannel retailer, we are able to cushion part of the impact of the suspended store business by continuing our online trading in a focused manner. Smaller retailers and brand shops often do not have this opportunity in this form. We would like to support them in offering their products to millions of consumers via our marketplace and in generating stronger sales with their product portfolio online."

Vanessa Stütze, Douglas Group EVP E-Commerce & CRM, adds: "Regarding the currently tense economic situation, we are offering new partners preferential conditions for the activation on our marketplace for the next three months. In doing so, we would like to make a contribution to supporting the retail industry in these difficult times".

Via the marketplace, Douglas is expanding its online assortment with offers from the beauty sector and related categories such as accessories, jewelry, home décor and

# DOUGLAS

lifestyle. For interested retailers from these segments Douglas has set up a special task force to enable a quick and unbureaucratic review and activation of their offers on [douglas.de](https://www.douglas.de). The basic prerequisite is the availability of digital product data. In addition, potential partners must be able to send their products to end customers in Germany via DHL. Interested parties can contact the task force directly by e-mail at [PartnerProgram@douglas.de](mailto:PartnerProgram@douglas.de). Depending on the volume of inquiries, the response and review will follow as quickly as possible.

---

## **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

## **PRESS CONTACT:**

Dr. Julia Sosnizka  
Head of Corporate Communications  
Telefon: +49 (0) 211 16847-585  
E-Mail: [j.sosnizka@douglas.de](mailto:j.sosnizka@douglas.de)