

Discover Beauty Better with acclaimed US experts - BIRCHBOX

Submitted by: Pure Public Relations (London)

Thursday, 10 January 2013

Discover Beauty Better with acclaimed US experts

BIRCHBOX

Landing in the UK January 2013

LONDON, UNITED KINGDOM – 10, January, 2013 – Birchbox, the global leader in discovery e-commerce, is set to take the UK by storm. UK consumers may shop www.birchbox.co.uk from 10th January and the first UK Birchboxes will ship 16th January. Finally customers will have a better way to discover new beauty and lifestyle products from top brands.

Birchbox has built a cult following in the U.S. with its highly customized 'try, learn, buy' model. The brand's unique approach is more than just demand-generation—it goes deeper to satisfy the tastes of discerning consumers looking to find hot new trends, up-and-coming brands and access to exclusive events and insider tips.

Every month, Birchbox UK members will receive a personalised box filled with a curated selection of beauty and lifestyle treats, including makeup, skincare, haircare and lifestyle extras. January Birchbox offerings include products from brands such as Fresh, KMS, Wei, Wild, Tea Pigs, Taaj, Révérence de Bastien and I Coloniali.

Customers will have the opportunity to discover products from Birchbox's 400 global brand partners in subsequent boxes. The global lifestyle brand's robust retail platform includes the top prestige beauty and lifestyle brands, such as Laura Mercier, Kiehl's, Benefit, Stila and Yves Saint Laurent, and allows consumers to buy full-sized versions of the products they love.

Initiated at Harvard Business School and launched in 2010 in the USA, by co-founders Hayley Barna and Katia Beauchamp, Birchbox is the leading discovery commerce platform redefining the retail process by offering consumers a unique and personalised way to discover, sample, shop and learn about the best beauty and lifestyle products and brands available

"The Birchbox experience goes far beyond the box," said Katia Beauchamp, Co-Founder and Co-CEO, Birchbox. "We use technology to provide consumers with a customised, discovery experience. It deepens their engagement with brands and products, pairing a real world product trial with rich editorial content and a robust e-commerce shop so they can easily transact. We are dedicated to the delight of discovery and working with our brand partners to achieve their goals."

Birchbox: £10.00 + P&P monthly subscription

www.birchbox.co.uk

For further information please contact:

Laura Morris or Sarah Ashwick

Pure Public Relations – 020 7580 0444

laura@purepr.com / sarah@purepr.com

OR

Claire Paull, VP of PR

Birchbox

claire@birchbox.com

+ 1 646 675 1708