



## BRAND PRESS RELEASE

The original online British beauty boutique, lookfantastic.com was founded in 1996 by beauty enthusiasts and has since become Europe's number one beauty e-tailer. Now a global destination for skincare, make-up, hair, nails, beauty tech, fragrance and wellbeing, the site hosts over 650 brands with 22,000 products that ship worldwide.

Perennially on the hunt for new beauty, lookfantastic.com's unique buying team of beauty experts is well-positioned to discover new and exceptional brands from far flung corners of the earth, bringing new product innovations to new markets, driving global shopping trends and shaping the digital retail landscape.

Alongside an incredible array of premium beauty products (from Estee Lauder to Kerastase, Dermalogia, YSL, Redken and many many more) lookfantastic.com also empowers its community of consumers with intelligent information and insights, not simply through its product information but also via valuable editorial, blog posts and meaningful social media. The future of online beauty retail looks and feels fantastic.

### ~ Notes to Editors ~

- lookfantastic® is Europe's number one online beauty retailer, carrying over 660 brands, 22,000 products with complimentary shipping to over 200 countries worldwide.
- lookfantastic® has experienced explosive growth. Revenues have grown 40% year on year in the last 4 years, making lookfantastic® one of the most successful beauty websites worldwide.
- lookfantastic® is driven to create brilliant customer experiences, built from insight, data and expertly executed through our integrated technology. Our global campaigns focus on widening access to premium beauty and empowering men and women around the world.

lookfantastic® is part of The Hut Group Network of Beauty Retail brands which saw revenues grow to £250m in 2017 and continue to accelerate in 2018.

- lookfantastic® is a truly multi-national enterprise, powered by The Hut Group's own proprietary technology ecosystem, Ingenuity. With over 30 localised sites in as many languages, 2017 attracted 500 million visits of which over 71% were international.
- The Hut Group (also known as THG) is a British e-commerce company operating over 100 retail websites internationally. THG has been valued as one of the most successful private companies in the UK and named as one of the 20 British-based tech unicorn companies.