

FEELUNIQUE

FEELUNIQUE LAUNCHES UNIQUE BOUTIQUE

The ultimate online beauty shopping experience

23 August 2017 – [Feelunique](#), Europe's leading online beauty retailer, announces the launch of 'Unique Boutique', a premium section of the Feelunique website, elevating its offering and bringing together the very best in Feelunique exclusives, luxury and niche brands.

Curated by Feelunique and industry experts, and updated monthly, Unique Boutique is a platform for beauty and grooming trends and enables customers to delve into the latest innovative products, including expertly tried-and-tested beauty heroes.

Feelunique has Europe's biggest choice of beauty and grooming, with more than 28,000 products across makeup, skincare, haircare, fragrance and electricals, so customers can shop on 'Unique Boutique' with the knowledge that the products they purchase are exceptional and selected from an unrivalled choice of over 500 brands.

Joel Palix, CEO of Feelunique, said: *"We are delighted to launch 'Unique Boutique' which will provide a complementary, premium-focused extension to our existing, market leading proposition. Feelunique is constantly innovating and optimising its digital platform to create an unrivalled shopping experience in the online beauty retail sector."*

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About Feelunique

- Founded in 2005, Feelunique has grown to become Europe's largest online beauty retailer with a choice of more than 28,000 products and 500 brands across makeup, skincare, haircare, fragrance and electricals
- Feelunique is a cross-border online retailer, shipping to over 120 countries and with dedicated websites in the UK, France, the EU, Germany, Norway, China and the US

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- Feelunique has over 130,000 site visits and sells more than 15,000 products every day, with 65% of sales coming from customers under the age of 35
- Feelunique has a rapidly growing international beauty community of more than 1.3 million people across our social media platforms
- Feelunique carries major brands including Chanel, Dior, Tom Ford, YSL, Charlotte Tilbury, Dermalogica and GHD - we are the only online beauty “pure player” to have built up such an extensive portfolio of premium brands across all beauty categories
- Feelunique’s innovative use of technology – such as our proprietary ‘Makeup Live’ app which allows customers to try on products virtually, with amazing accuracy, on their smartphones - is changing the way consumers experience buying beauty products online
- Feelunique is at the forefront of the digital beauty revolution and is a socially connected retailer – we believe content is key to succeeding in e-commerce and our dedicated editorial platform offers our customers inside knowledge on beauty including industry interviews, video tutorials and recommended products