

MYBESTBRANDS

Charlotte Tilbury becomes the first beauty partner in the World of Luxury MYBESTBRANDS

- **MYBESTBRANDS is proud to introduce Charlotte Tilbury, the first beauty partner in the World of Luxury.**
- **Germany's leading marketplace for premium and luxury fashion presents the British top brand in a video produced in-house.**
- **The collaboration is the kick-off for a new branding and performance service that MYBESTBRANDS will be offering its partners in the future.**

Munich, 17 November 2017 – With Charlotte Tilbury, MYBESTBRANDS introduces the first beauty partner in the World of Luxury. “Charlotte Tilbury's products are a logical addition from the cosmetics industry to our World of Luxury”, says Jörg Domesle, founder and Managing Director of MYBESTBRANDS. Charlotte Tilbury is booked on an international basis as a make-up artist, and her own make-up range is one of the most in-demand beauty brands worldwide. The entire range is now available in a brand shop in the World of Luxury of MYBESTBRANDS.

The launch has been staged in a video produced by Art Director Kim Tilman Hahn. He worked together with Nina Marker, the internationally popular top model. She posed during the latest Fashion Week for Chanel, Fendi and Versace and, according to Vogue.com, she is one of the “world's top runway models”. In the **video** titled “Nina's Beauty Routine” she reveals her everyday make-up tricks and presents her favourites from Charlotte Tilbury.

At the same time, the video production launches the new MYBESTBRANDS branding and performance service. The production of the high-reach video and content formats, coordinated with the Brand Direction department, as well as the sale of the products shown are managed directly via MYBESTBRANDS. “The seamless connection between content, the impulse to purchase and fulfilment will be even more in focus in the future”, says Domesle. This innovative marketing service, which stages its own brand world and focuses on “shoppable content”, offers customers direct purchase options with just a few mouse clicks. Partner brands offer a branding and performance solution from a single source.

Nina's Beauty Routine can be viewed on the MYBESTBRANDS YouTube channel, and a **post** on the MYBESTBRANDS home page provides a teaser about the collaboration and directs the reader to the shoppable content.

Note:

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About MYBESTBRANDS

Founded in 2008 as a diverse marketplace, MYBESTBRANDS has concentrated exclusively on the fields of fashion and beauty since 2013 and presents the best in fashion and lifestyle from the top 100 online shops. With more than 5,000 designer labels from stores such as Net-a-Porter, Luisavi-aroma, Stylebop and About You, as well as brand shops by Gucci, Tommy Hilfiger, Michael Kors, Jimmy Choo and others, MYBESTBRANDS has established itself in the premier luxury segment. The MYBESTBRANDS app has recorded more than two million app downloads, and the company's mobile traffic share is 75 percent. Currently, MYBESTBRANDS is Germany's largest fashion mall on the Internet for premium and luxury fashion. This position will be further expanded with the shareholder SIGNA and its strong brands, including The KaDeWe Group and La Rinascente. More at: www.MYBESTBRANDS.de

Further inquiries:

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