

PRESS RELEASE

DOUGLAS launches new international campaign "Beauty is ..."

- Strong personalities represent Europe's leading premium beauty retailer in the new international campaign "Beauty is ..." from February 15
- Star photographer Chris Colls replaces the previous corporate imagery by Peter Lindbergh and gives DOUGLAS a modern and accessible visual identity with new motifs
- Testimonials of the campaign are Hollywood star Diane Kruger, actor Elyas M'Barek as well as beauty and fashion models Ajok Madel and Alexandra Agoston
- With the new campaign claim "Beauty is ..." DOUGLAS gives space for the individual interpretation of beauty

Düsseldorf, February 13, 2023. DOUGLAS is introducing a new visual identity across Europe, both in stores and online. The aesthetic yet emotional images by renowned Australian photographer Chris Colls, which feature international film stars such as Diane Kruger and Elyas M'Barek, replace Peter Lindbergh's motifs after five years. Starting signal is the new international campaign "**Beauty is ...**", which launches next Wednesday (February 15). Europe's leading platform for premium beauty wants to use the campaign to set an impulse for the individual interpretation of beauty. "For us beauty is subject to constant change. Based on the motto 'beautiful is who feels beautiful', the perception of beauty is individual and can change quickly," says Caroline Schmitt, CMO DOUGLAS Group.

DOUGLAS has chosen four multi-faceted personalities who will embody "Beauty is ..." and the company in the future: Hollywood star Diane Kruger, Austrian actor Elyas M'Barek and international models Ajok Madel and Alexandra Agoston. All four share not only an extraordinary charisma, but also an authentic, personal presence in front of the camera - and of course their very own understanding of beauty. "We wanted to develop a new and modern visual design that supports our brand identity in an aesthetic way. Through its visual intensity and closeness, it reflects the core of our new 'Beauty is ...' campaign and thus our brand philosophy," says Caroline Schmitt.

DOUGLAS

About the photographer Chris Colls

Photographer and creative director of the campaign Chris Colls stands for a clear, minimalist, and contemporary style of photography - whether in black and white or in reduced color - his works captivate with their timelessness. Colls consciously refrains from over-staged poses and creates effortless, natural, and authentic-looking images.



ABOUT DOUGLAS

DOUGLAS is the leading premium beauty retailer in Europe. DOUGLAS inspires customers to live their own kind of beauty by offering an unparalleled assortment in online stores, the partner program and around 1,800 stores. The further development of our successful omnichannel positioning is at the heart of our strategy, under which we are consistently expanding both our Store experience and strong E-Commerce. In fiscal year 2021/22, DOUGLAS generated sales of 3.65 billion euros in the areas of perfumery, decorative cosmetics, skin and hair care as well as nutritional supplements, health and accessories.

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