

Brand & Marketing

"GIFT THE DOUGLAS FEELING": DOUGLAS launches new Christmas campaign about the beauty of gifting

- Campaign motto "GIFT THE DOUGLAS FEELING" draws on the emotions of giving and receiving thoughtful beauty gifts and encourages customers to find the perfect gift at DOUGLAS
- Campaign color mint and mint-colored gifts as recurring visual elements for strong brand recognition
- International 360-degree campaign activation across all online and offline channels, complemented by local event concepts

Düsseldorf, 3 December 2024 - The DOUGLAS Group, Europe's number one omnichannel destination for premium beauty, kicks off the festive season with an international 360-degree Christmas campaign with the motto "GIFT THE DOUGLAS FEELING". Through beauty gifting-inspired narratives, DOUGLAS celebrates the magic of gifting and receiving, emotional connections, and cherished moments. The campaign - developed in cooperation with the creative agency Jung von Matt and shot by photographer Esther Haase and film director Giada Bossi - launches today and will be activated internationally across all online and offline channels.

"We all know the joy about receiving thoughtful gifts and the beautiful feeling of fulfilling that special wish - this is what we call the 'DOUGLAS feeling'", says Anke Menkhorst, SVP Group Marketing at the DOUGLAS Group. "With this year's Christmas campaign, we focus on the intimate moments of love and appreciation between people at Christmas - and how a thoughtful, personal beauty gift makes a wonderful expression of love. With a wealth of gift ideas available in our stores, online shop, and app, DOUGLAS offers an inspirational shopping experience for everyone looking for the perfect Christmas gift."

Mint-colored gifts

In the campaign, DOUGLAS puts renewed focus on the brand color mint - a distinctive color with rejuvenating and premium associations that are strongly associated with DOUGLAS. Mint-colored gifts act as a recurring element in all visuals, creating a memorable and recognizable campaign. In line with the DOUGLAS Group's omnichannel model, the campaign will be activated internationally across all channels - including TV, print, out-of-home, online, and stores - for a consistent and cohesive brand experience.

Experiential local events bring the "DOUGLAS feeling" to customers

The international campaign activation will be complemented by local, innovative event concepts. In Düsseldorf, Germany, customers can experience the "DOUGLAS feeling" at various spots across the city throughout December, including a DOUGLAS booth at the Christmas market with special activations by different brand partners. In addition, DOUGLAS hosts a hot chocolate pop-up in cooperation with Café Buur at the Königsallee. Customers can look forward to special hot chocolate creations by luxury brand partners and gift vouchers that can be redeemed at nearby DOUGLAS

stores. Furthermore, at the beginning of December, influencers will be invited to an exclusive Christmas event with DOUGLAS and share the spirit of giving with their communities.

About the DOUGLAS Group

The DOUGLAS Group, with its commercial brands DOUGLAS, NOCIBÉ, Parfumdreams and Niche Beauty, is the number one omnichannel premium beauty destination in Europe. The DOUGLAS Group is inspiring customers to live their own kind of beauty by offering a unique assortment online and in around 1,870 stores. With unparalleled size and access to customers, the DOUGLAS Group is the partner of choice for brands and offers a premium range of selective and exclusive brands as well as own corporate brands. The assortment includes fragrances, color cosmetics, skin care, hair care, accessories as well as beauty services. Strengthening its successful omnichannel positioning while consistently developing superior customer experience is at the heart of the DOUGLAS Group strategy "Let it Bloom - DOUGLAS 2026". The winning business model is underpinned by the Group's omnichannel proposition, leading brands, and data capabilities. In the financial year 2022/23, the DOUGLAS Group generated sales (net) of 4.1 billion euros and employed around 18,000 people across Europe. The DOUGLAS Group (Douglas AG) is listed at the Frankfurt Stock Exchange and has been named a Top Company for Women in a global ranking by Forbes.

For further information please visit the [DOUGLAS Group Website](#).

Press contact

Katharina Lessenich
CvD Group Communications
Phone: +49 211 16847 6644
E-Mail: newsroom@douglas.de