

CRABTREE & EVELYN®

Founded in 1970, Crabtree & Evelyn has evolved from a family-run business to a successful international company, recognised worldwide for its fragrances, naturally-based bath and body care products, and gourmet foods. Long before the 'natural' and 'wellness' movement became popular in the toiletries industry, Crabtree & Evelyn was introducing formulas made with fruit, flower and plant essences, and inspired by English heritage.



Market

Crabtree & Evelyn operates primarily in the health and beauty market, which remains buoyant as consumers increasingly seek products to indulge and restore themselves.

Its strategic goal is to establish its name as one of the most respected natural body care brands in the world. Today Crabtree & Evelyn has a presence in 40 countries and products are sold in approximately 350 stores worldwide, with 42 branded stores in the UK.

Product

Crabtree & Evelyn's product range comprises fine fragrances, bath and shower gels, soaps, home spa solutions, body lotions and creams, hand and foot treatments as well as home fragrance in the form of candles, diffusers and oils. Its products span more than 30 separate collections, each with its own scent, style or benefit-giving properties.

In addition, Crabtree & Evelyn has worked with British food producers for more than 30 years

to offer its customers a range of gourmet grocery items, including preserves and marmalades made in Somerset, biscuits and cookies baked to traditional family recipes, and a selection of teas and herbal infusions.

Across its portfolio, the company continues to launch new products using top quality ingredients and fragrances from around the world. Crabtree & Evelyn aims to create products and gifts that transform the rituals of daily life into pleasurable experiences, and

its product formulas have earned the brand a loyal customer base.

Achievements

A significant milestone for Crabtree & Evelyn was the launch of its first ever patent-pending product, Hand Recovery, in 2002. This benefit-driven product, along with Hand Therapy, was an instant hit and has gained a strong customer following.

Launched in 2006, the India Hicks Island Living range contains both home and body products as well as indulgent products such as scented candles, fragrance diffusers and other treasures. In April 2008, the signature Spider Lily fragrance from the India Hicks Island Living collection won the UK's most prestigious trade beauty accolade: the CEW (UK) award for Best New Women's Fragrance in the Prestige/Limited Distribution category.

Recent Developments

October 2008 saw the launch of Aromatherapy Distillations, a body care and home collection that combines the benefits of essential oils with natural ingredients. The range is divided into three sensory benefits – Relaxing, Revitalising and Purifying – and contains luxurious body and home products. Created in collaboration with an aromatherapist and international perfumers, the essential oil blends have been designed to treat the senses while benefiting the skin.

In March 2009, Crabtree & Evelyn's creative partnership with British style icon India Hicks saw the launch of India Hicks Island Night, the



second successful fragrance range inspired by India's island life. India worked closely with Crabtree & Evelyn to develop the collection and was involved at every stage, from fragrance and formulation to packaging and design. A musky scent of orchids, jasmine, orange blossom nectar and green island palms, the collection contains luxurious body products, candles and unique etched glass home fragrance diffusers. The Island Night collection has been granted the Royal Warrant by HRH The Prince of Wales.

Autumn 2009 will see the UK launch of an innovative new age defying hand care product, designed to work in collaboration with the brand's established Hand Therapy formula.

Promotion

In 1994, Crabtree & Evelyn designed a range of toiletries for British Airways Concorde and First Class passengers. Since then, sampling on airlines and in hotels has proved a successful way of introducing customers to the brand. Currently, Hilton Hotels worldwide provide their customers with toiletries that have been designed exclusively for the chain by Crabtree & Evelyn.

The Crabtree & Evelyn Privilege Card Program rewards regular customers by offering discounts, incentives, gifts-with-purchase, and various other promotions and offers. A further incentivised VIP status complements a large database of customers.

In addition, Crabtree & Evelyn provides a customised gift service programme, catering to meet the needs of its customers' special requirements when buying a gift for business associates, family or friends.

Brand Values

The Crabtree & Evelyn philosophy is to continually strive for excellence across all areas of the business, with the aim of consistently offering customers the very best products united with outstanding customer service.

crabtree-evelyn.co.uk

Things you didn't know about Crabtree & Evelyn®

One La Source® Hand Recovery product is sold somewhere in the world every minute.

Evelyn was the first perfume to be created using a single, specially developed rose, grown by specialist breeders David Austin Roses. Using headspace technology, it took eight years, 30,000 seedlings and hundreds of cuttings to identify the perfect specimen.

The Gardeners range, designed for use by both men and women, was created to honour the work of John Evelyn, who wrote one of the first important works on conservation.

Selected Crabtree & Evelyn products hold the Royal Warrant from HRH The Prince of Wales, granted in recognition of its services as a supplier of fine toiletries.

1970	1977	1990	1994	2002	2005
Products are sold under the Crabtree & Evelyn name for the first time.	Crabtree & Evelyn's first store opens in the US, in Philadelphia. Three years later, its flagship store opens in London.	The Evelyn Rose, developed by David Austin, launches at the Chelsea Flower Show.	Crabtree & Evelyn designs a range of toiletries for British Airways Concorde and First Class passengers.	Hand Recovery, Crabtree & Evelyn's first patent-pending hand care product, is launched.	Crabtree & Evelyn USA signs an agreement with Hilton Hotels Resorts & Spa North America to supply in-room amenity products.

2006	2007	2008	2009
Crabtree & Evelyn announces its first spokesperson and creative partnership, with India Hicks.	Crabtree & Evelyn launches its first co-branded line, India Hicks Island Living, with features appearing in key publications such as Vogue, Red and Sunday Times Style.	CEW (UK) names Spider Lily Eau de Toilette – from the India Hicks Island Living range – Best New Women's Fragrance in the Prestige/Limited Distribution category.	Crabtree & Evelyn launches its Aromatherapy Distillations and India Hicks Island Night ranges.