



4 DECEMBER, 2019

Fashion retailer NA-KD continues its growth journey with the launch of a new makeup line: NKD / BTY

Gothenburg, November - NA-KD is disrupting the beauty industry by launching an exciting new makeup line: NKD / BTY. The concept is set to confront industry norms and take its place at the forefront of a growing category. This move signifies the brand's ongoing commitment to rapid growth and customer relevance globally. NKD / BTY will be available at na-kd.com from 10 December and is only the first drop of an extended range.

NA-KD is one of Europe's fastest growing fashion brands with a year-on-year growth of over 100%. In Q3 2019 the company had a net revenue run rate of 130+ million Euros. Now, NA-KD is expanding its product portfolio by entering a brand new category: beauty. Highly requested by the brand's 3 million strong community, NA-KD is launching NKD / BTY right in time for Christmas.

Featuring effortless, easy-to-use products, and an ethos that celebrates the individualistic mindset of Gen Z and Millennial customers, NKD / BTY is a range created to let natural beauty shine through. In a world of filters, fillers and artificial beauty, NKD / BTY takes a fresh approach to beauty - celebrating individualism over perfection. With a brand ethos that focuses on self-acceptance, the concept behind NKD / BTY is underpinned by the belief that beauty is about so much more than looking good. It's about feeling confident in your own skin and celebrating your natural beauty.

These values shine through in everything the brand does - from product selection to communication. Designed to enhance your natural beauty, the makeup collection contains easy-to-use, no-fuss products for everyone.

The 9-piece NKD / BTY range includes: brow gels and pens, eyeshadow palette, glow kits, bronzers, liquid eyeliner, eyeliner pencil, liquid lipsticks and lip pencils. The prices range from 12€ to 39€.

The 9-piece NKD / BTY range includes: brow gels and pens, eyeshadow palette, glow kits, bronzers, liquid eyeliner, eyeliner pencil, liquid lipsticks and lip pencils. The prices range from 12€ to 39€.

With increasing concerns about sustainability and animal cruelty among the brand's core audience, NA-KD was committed to making sure that NKD / BTY was developed with no animal testing, and with vegan ingredients in mind.

As a social-first brand, NA-KD is using its strong influencer relationships to launch NKD / BTY. Collaborating with 300 macro and micro influencers for content creation and sampling the products to another 1000 influencers and customers, NA-KD is aiming for real people to tell the brand story. With an ethos that celebrates individual beauty, it was important for the brand to showcase what that means for different people. This concept is also heavily featured in the official launch campaign, which features big names like Matilda Djerf and Amaka Hamelijnc, along with NA-KD customers from across Europe.

NA-KD

Chief Growth Officer,
Bjorn Bergstrom, believes:

“ Following the success of NA-KD in the fashion sphere, we wanted to expand into the beauty world. This fast-paced industry is constantly evolving, and we wanted to ensure the NA-KD reputation for quality translated into NKD / BTY. This is a huge venture for us and we've worked hard to create a product range with premium ingredients that are formulated to protect the skin, but also durable and versatile enough to allow people to play with their looks. ”

Brand Director,
Natasha Billing continues:

“ As with our fashion, we wanted to create a more positive category experience and become powerfully relevant to our customers. NKD / BTY represents the idea that there are no imperfections, only opportunities to celebrate our uniqueness. Makeup should allow you to express yourself without hiding your natural beauty, creating looks as unique as you are. ”

NKD / BTY will be available at na-kd.com 10 December.

For more information, contact:

Chief Growth Officer Bjorn Bergstrom, bjorn@na-kd.com, +46 72 250 27 56

Brand Director Natasha Billing: natasha.billing@na-kd.com, + 46 70 450 82 35

For images and samples, contact: media@na-kd.com

About NA-KD.com

Swedish NA-KD launched in January 2016 with a goal to deliver the latest trends at an affordable price. With a close connection to the biggest influencers in Europe, NA-KD has quickly established itself as a leading fashion player for Millennials and Gen Z. Currently, NA-KD has over 8 million monthly visitors to na-kd.com and 3 million followers in social media - making it one of the fastest growing brands in the world. Being truly global, NA-KD delivers the latest trends to more than 100 countries every month and is represented by over 600 retailers world-wide.

NKD

The NKD/BTY range includes:

Eyeshadow Palette – RRP 39€

The NKD / BTY Eyeshadow Palette features 10 shades - six matte and four metallic. All in pigmented neutrals that complement each other perfectly and can be used both alone or together. Available in: Pearl, Sand, Gold, Caramel, Bronze, Mocha, Copper, Nutmeg, Cocoa and Black.

Eyebrow Gel - RRP 20€

The NKD / BTY Eyebrow Gel lets you shape and colour your eyebrows for a perfectly, imperfect look. This waterproof and tinted gel gives you fullness that lasts all day long. Available in four shades: Blonde, Brown, Medium Brown and Dark Brown.

Eyebrow Pen - RRP 15€

The NKD / BTY Eyebrow Pen helps to make your brows more pronounced. The triangle tip is multifunctional and lets you create light feathered strokes, fill in the brows and shape them. The formula is infused with Vitamin E and natural wax. Available in four shades: Blonde, Brown, Medium Brown and Dark Brown.

Waterproof Liquid Eyeliner - RRP 14€

The NKD / BTY Waterproof Liquid Eyeliner is both smudgeproof and sweatproof for a look that lasts all day. With an easy-glide, quick-dry formula it goes on smoothly and the marker-like tip works wonders for both bold and thin lines. Available in black.

Eyeliner Pencil - RRP 14€

The NKD / BTY Eyeliner Pencil is a no-fuss beauty essential that everyone needs in their makeup bag. Great for creating both sharp lines and soft edges. Ophthalmologically tested. Available in black.

Liquid Lipstick - RRP 17€

The NKD / BTY Liquid Lipsticks offer maximum coverage with a liquid formula that goes on smoothly and leaves a silky matte finish. The lipsticks are intensely pigmented and infused with Vitamin E to help protect your lips. Available in seven shades: Luna (Rosy Brown), Zoe (Warm Beige), Ivy (Tea Rose), Aria (Royal Red), Lyla (Baby Pink), Mya (Dusty Pink) and Mila (Pink Lavender).

Lip Pencil - RRP 12€

The NKD / BTY Lip Pencils are perfect companions for any lipstick. They help to keep the lipstick from bleeding, offer longer lasting colour or can replace a lipstick all together. Comes in the same shades as our liquid lipsticks for perfect matching.

Contour & Highlighter Kit - RRP 33€

The NKD / BTY Contour & Highlighter Kit gives your face a healthy glow. The soft contour shades help you define your favourite features, whilst the highlighters let you shine. Available in two kits: Light/Medium and Medium/Dark.

Bronzer - RRP 20€

The NKD / BTY Bronzer helps you achieve beautiful glow and sun-kissed skin no matter the weather. With a buildable formula you can vary the shade over the course of the year. Available in two shades: shimmery and matte.