



CRABTREE & EVELYN
everyday luxury • beautiful gifts

THE MARKET

The Australian cosmetics and toiletries retailing market is worth around \$1,780 million per annum having been boosted by healthy household consumption expenditure levels on cosmetics, perfumes, soap products and other toiletries in recent years. In 2007/08 the industry is expected to grow at a rate of 4 per cent and generate revenues of \$1,850 million.

Industry analysts anticipate continued growth in the value of the toiletries market, as the consumer base is continually expanding to both younger and older customers. Skin care is the sector expected to show the best rate of growth as technological advances promise the youthful appearance craved by all.

The three market sectors in which Crabtree & Evelyn competes are buoyant, as consumers increasingly seek products to indulge and restore themselves. It operates in Health and Beauty, (including soaps, bath and shower gels, spa, body lotions and creams as well as the recent introduction of hand and foot treatments); Home Fragrance, (including candles, room sprays and draw liners); and Fine Foods, (including marmalade, preserves, teas and biscuits).

ACHIEVEMENTS

Crabtree & Evelyn's strategic goal has been to establish its name as one of the most familiar and respected personal care brands in the world. Today the company has a presence in 40 countries including the UK, US, Canada, Mexico, most of Western Europe, the Middle East, Far East, Australia, and New Zealand.

Crabtree & Evelyn products are sold in approximately 350 stores worldwide, with 25 stores in Australia and online shopping facilities through www.crabtree-evelyn.com.au. Selected products are also available in major department stores and specialty retailers.



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

A significant milestone for Crabtree & Evelyn was the launch of its first ever patent-pending product, Hand Recovery, in 2002. This revolutionary treatment product exfoliates, cleanses and conditions in one simple step to give soft and smooth hands within 60 seconds. The benefit-driven Hand Recovery product was an instant hit and has brought more customers back through the door than any other product in recent years. The Hand Recovery is available in the four of Crabtree & Evelyn's most popular ranges – Gardeners, La Source, Goatmilk and Jojoba.

HISTORY

Many people are curious about the brand's name. It is inspired by the 17th Century renaissance Englishman John Evelyn, who wrote one of the first important works on conservation. He is also known for his writings on food including a book on salads, in which he introduced the first salad dressing made with olive oil to Europe. The Crabtree or Wild Apple symbol is native to Britain and the ancestor of all cultivated apple trees. It was highly prized for its beauty as well as its usefulness in home apothecary.

The foundation of Crabtree & Evelyn products are influenced by the English 'still rooms' of the 17th Century, where the lady of the house would distill fresh flowers, herbs and fruits to create fragrant waters for the bath, soothing essences for the skin and fruit preserves and sauces for the kitchen. To this day, it is this unique relationship to

the garden and nature that Crabtree & Evelyn diligently seeks to preserve - Englishness is one of the core values of the brand.

Crabtree & Evelyn originated from a single, family run store in Boston, Massachusetts, specialising in soaps. Crabtree & Evelyn prides itself on the fact that long before the 'natural' and 'wellness' movements became popular in the cosmetics and toiletries industry, Crabtree & Evelyn was producing ranges featuring fruit, flower and plant essences.

Crabtree & Evelyn believes that each age has its own wisdom to contribute to that body of knowledge that it calls heritage. That is why innovation is also a long standing tradition at Crabtree & Evelyn. In creating each new generation of products, it continues to draw upon its rich heritage and accumulated knowledge of plants and botanicals, while making use of emerging technologies to produce the purest and most effective products possible for its customers.

THE PRODUCT

In bath and body care, Crabtree & Evelyn uses extracts, oils and essences of flowers, fruits and herbs, not only for their fragrance but also for their time tested natural benefits. For the home, candles, linen and room sprays, draw liners and fragrance diffusers are designed to lightly scent each room with a favourite fragrance. Decorative accessories accentuate any room with exclusive designs. Gourmet foods made with the freshest ingredients recreate time tested recipes from England and Europe. Hand made English preserves, biscuits and teas bring a touch of delicious taste at any time of day.

A specialty that Crabtree & Evelyn is famous for is its extensive collection of gifts. Special touches include exquisite hatboxes that feature decorative watercolour motifs of flowers, fruits and plants, sealed with silk ribbons and Bijou boxes that open like lotus flowers, as well as monogrammed shave keys for men. All these little things ensure that each gift can be treasured long after the contents are finished. Whether treating oneself or another, Crabtree & Evelyn's gifts are always designed to surprise and delight; a gift from Crabtree & Evelyn always shows impeccable taste.

RECENT DEVELOPMENTS

Crabtree & Evelyn is constantly improving its product ranges and launching innovative new products to create more cohesive collections, building on its proven strengths of quality and originality.

For the first time in the company's history, Crabtree & Evelyn recently introduced a brand spokesperson. The search for a brand ambassador to convey Crabtree & Evelyn's core values and modern outlook led to an agreement with British style icon India Hicks. Over the course of the partnership with Crabtree & Evelyn India Hicks will act as a brand spokesperson and the creative force behind the development of her own Island Living range with Crabtree & Evelyn.

India Hicks is a renowned designer, fashion model, author, and goddaughter of the Prince of Wales. She has embraced the simplicity of island life in the Bahamas, which is centered on her family, and an appreciation of the nature that surrounds her. India's eclectic style and fierce individualism, along with her English heritage, is a constant source of inspiration.

The India Hicks Island Living range, launched in Australia in 2007, is inspired by India's island life and the natural beauties associated with living in such surrounds. The India Hicks Island Living range contains both home and body products and includes products such as scented candles, fragrance diffusers, hand wash, body cream, and bath salts. These products are inspired by the fragrances of Spider Lily and Casuarina – plants native to India's Bahamian home. This range is designed to add a touch of Island Living to everyday life.

The expansion of Crabtree & Evelyn's product range is important to the brand's future development, so it is always looking for opportunities to extend, whilst ensuring that it evolves to attract a wider audience without alienating its strong customer base.

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 proven a successful way of introducing customers to the brand. Currently, Hilton Hotels worldwide provide their customers with Crabtree & Evelyn amenities that have been designed exclusively for this hotel chain. This prestigious hotel mirrors the brand's image and seeks to provide a unique offer, in keeping with the needs of their discerning clientele. Crabtree & Evelyn products have appeared on around 20

different airlines and other carefully selected hotels across the world.

Crabtree & Evelyn's pool of regular customers has been growing tremendously over recent years. They are familiar and confident with the products and know they can rely on the quality and prestigious image of Crabtree & Evelyn products in any situation or occasion. Most customers who have tried Crabtree & Evelyn products become regular and loyal customers, not only trusting and staying with the brand, but also exercising a positive influencing power over their families and friends by continual support in purchasing Crabtree & Evelyn products. It is from such true and effective word-of-mouth publicity that Crabtree & Evelyn has benefited over these years.



Crabtree & Evelyn values its customers by keeping in constant contact and updating them on new product information, in-store promotions and offers through direct mail, email, newsletters and its website. The Crabtree & Evelyn Privilege Card Program rewards regular customers by offering

discounts, incentives, gifts-with-purchase and various other promotions and offers. In Australia Crabtree & Evelyn's Privilege Card Program has approximately 10,000 members.

One of the keys to Crabtree & Evelyn's reinvigoration has been its Marketing and Public Relations teams. These enthusiastic teams have spent years championing the transformation of the brand. Crabtree & Evelyn has a Marketing team based in Australia to concentrate on local markets and develop strategies for launching new products in the Australian marketplace. New



products are generally launched to beauty editors of prestigious publications prior to their in store launch. These launches provide the beauty editors with a great opportunity to view and try

the new ranges, and plenty of positive press coverage usually follows these launches. Recently, the India Hicks Island Living range was launched to beauty editors and resulted in favourable pieces in prestigious publications such as Vogue, Madison and Belle.

In addition, Crabtree & Evelyn also provides a customised gift service program, catering to all the needs of its customers' special requirements when buying a gift for business associates, family or friends. The retail staff are trained to always be on hand to give recommendations and professional advice based on each customer's budget or preference. A perfect gift is never impossible at Crabtree & Evelyn as the company takes pride in delighting both the giver and receiver.

BRAND VALUES

Crabtree & Evelyn is known throughout the world for its distinguished range of products and single minded dedication to quality and design in the



English tradition. Crabtree & Evelyn has a vision to be the world's premier purveyor of individual and authentic products, services and experiences that marry traditional English heritage with a contemporary lifestyle and perspective. Crabtree & Evelyn are inspired by nature and aim to create sensory experiences that delight, comfort, enchant, and indulge.

Crabtree & Evelyn aims to position itself in the luxurious English apothecary tradition by offering distinctive, innovative remedies and home comforts that use the very best of science and time tested natural ingredients to deliver a sensuous experience and a feeling of well being.

In a world that is constantly changing, it is comforting to know that certain values endure. Stephen Watt, Managing Director of Crabtree & Evelyn Australia concurs "At Crabtree & Evelyn we are committed to upholding our Company Values of Luxurious Traditions, Uncompromising Service, Genuine Respect and Shared Passion and our people proudly embrace these values and our company culture."

www.crabtree-evelyn.com.au

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 based on a single, specially created rose. Using headspace technology, it took eight years, 30,000 seedlings and hundreds of cuttings to identify the perfect specimen.
- The Evelyn rose was developed by David Austin in honour of John Evelyn and was launched at the Chelsea Flower Show in 1990.
- Selected Crabtree & Evelyn products hold the Royal Warrant from HRH the Prince of Wales in recognition of its services as a supplier of fine toiletries.
- Over 500 Hand Therapies are sold in Australia every day.

