



BRAND OVERVIEW

Proudly made in Italy

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HÖBEPERGH
ASIAGO

BACKGROUND/UPS

Natural ingredients, studied and clinically tested, a new combination of cosmetics that starts from the millennial history of our Asiago plateau and reaches the deepest research and innovation. A link between Research and the Force of Nature with a unique concept of sustainability and effectiveness; sincere and territorial cosmetics with a long-term vision for a sustainable future of our land.

DISTRIBUTION

- Current distribution: Perfumeries, concept store, Hotel amenities and Spa Treatment.

- Possible markets: Customize Italian Patent Pending Cosmetics Project EU-Certification:

Our current sales channels are perfumeries, hotels (spa treatments and courtesy line), concept stores, day spas, professionals (beauty treatments). Our most successful market and target for the future are Perfumeries, Concept Stores and Wellbeing.

ASSORTMENT

Number of Retail SKUs:

- 31 Skin care Face
- 5 Sun Care
- 20 Body, Hand & Feet Care
- 5 Personal Care & Sanitizer
- 10 Home Fragrances

Average price:

- Face € 66
- Body € 58
- Personal Care 29 €;

CUSTOMER/MARKET

- Customer profile: 25-65 age.
- Competitors: Bakel, La Bruket, Susanne Kaufmann, Aesop, Grown Alchemist.
- Instagram followers: 5500
- Our target is that of 25- 65 years. Our target is that of 25- 65 years.

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