

Press release

The NOBILIS GROUP introduces - rocket.beauty – a new brand accelerator subsidiary managed by Mattias Mussler

Wiesbaden - 29.02.2024. The NOBILIS GROUP, the leading, independent and owner-managed beauty distributor and service partner in the DACH region, announces the establishment of the independent subsidiary **rocket.beauty**. With a focus on spearheading brand development, building trusted partnerships and delivering unparalleled distribution excellence, the visionary accelerator emerges with a clear vision to reshape beauty industry benchmarks.

"As a leading player in the luxury niche segment with a market share of over 30%, we are very aware of the constantly evolving needs and opportunities in this area. The establishment of an 'accelerator' tailored for the luxury niche segment underscores our commitment to innovation and excellence. Considering the dynamic expansion within this market, with the continuous emergence of innovative and promising products and brands, we recognize the need to support brand owners and their visionary concepts. At the same time, we are dedicated to serving as proficient partner and trailblazer to our retailers to further sculpt the luxury niche market and unlock its full growth potential," states Udo Heuser, CEO and Managing Partner of the NOBILIS GROUP.

With Mattias Mussler as General Manager, **rocket.beauty** defines itself as a compact and specialized unit within the NOBILIS GROUP.

In terms of benefits, **rocket.beauty** provides unparalleled expertise in brand building. The companies' comprehensive services include dynamic marketing strategies, robust PR and social media engagement, digital proficiency, and extensive training programs. Central to **rocket.beauty**'s mission is empowering Point of Sale (POS) teams to create unique brand environments, that excel in brand presentation and promotion and create distinctive customer experiences to ensure maximum visibility and impact in the market.

With immense agility and an unwavering commitment to a long-term strategy, **rocket.beauty** is a trusted sparring partner for brands seeking to succeed in today's dynamic luxury niche market by selecting and empowering the right partnerships in the right doors. Closely monitoring market trends and actively seeking out emerging opportunities, **rocket.beauty** ensures that its partners stay ahead of the curve. By carefully selecting brands and prioritizing quality over quantity, the company employs an uncompromising curated methodology.

Benefitting from a strong network and the solid financial backing by the NOBILIS GROUP **rocket.beauty** is poised to provide partners with the stability and resources needed for sustainable growth. The accelerators' team consists of industry experts, fragrance enthusiasts and niche brand lovers, who are passionate about helping brands to thrive. With their extensive expertise and experience, they provide valuable insights and tailored guidance, enabling Brand Partners to successfully navigate the complexities of the luxury niche market.

rocket.beauty is committed to best-in-class distribution execution, ensuring that brands receive optimal exposure and accessibility to consumers. The company's meticulous approach ensures that products reach target markets efficiently and effectively, ultimately maximizing brand partners sales potential and success.

"We attach great importance to understanding the individual needs of our brand and retail partners and offering them tailor-made solutions. Our curated methodology, our expert team's many years of experience and the support of the NOBILIS GROUP enable us to successfully accompany up-and-coming brands and provide them with the necessary platform for their growth," explains Mattias Mussler, General Manager at **rocket.beauty**. "We are proud to offer a customized and first-class service aimed at the success of our partners. Together, we strive to play a leading role in the luxury niche segment and want to actively shape the market with new impulses and standards in line with our guiding principle: 'Empowering Tomorrows Niche Brands'."

About the NOBILIS GROUP:

The NOBILIS GROUP, the leading, independent and owner-managed beauty distributor in the DACH region, has stood for quality, innovation and sustainable value creation in the beauty industry for over 30 years. The company's core competence lies in the development of strategic partnerships, customized solutions, outstanding industry expertise and excellent relationship management. The corporate culture of the NOBILIS GROUP is characterized by a strong employee focus and actively supports innovative and entrepreneurial action, in the conviction that committed and satisfied employees are the key to success. The NOBILIS GROUP focuses on future-oriented growth in all segments and also enjoys an excellent international reputation. With an impressive track record, the company is shaping the beauty industry as an important driving force in the market in line with its guiding principle: NOBILIS GROUP - WE MAKE BEAUTY PERFORM

Contact

NOBILIS GROUP GmbH
Public Relations
Maria Schneider da Silva
E-mail: m.schneiderdasilva@Nobilis-Group.com
Phone: +49 611 94492 278