

IT LIST

BEAUTY E-TAILERS

FROM HUGE MULTICATEGORY RETAILERS LIKE AMAZON AND ZAPPOS TO SUPERTARGETED NICHE PLAYERS, THE BEAUTY E-TAIL LANDSCAPE IS AN EVER-GROWING—AND VERY VIBRANT—RETAIL ARENA. HERE, A COMPREHENSIVE LIST OF WHO'S WHO, INCLUDING FLASH-SALE SITES, BUT NOT INCLUDING RETAILERS WITH A BRICK-AND-MORTAR COMPONENT OR THOSE THAT ARE BEAUTY SUPPLY AND DISCOUNT SITES.

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BEAUTYHABIT.COM

LAUNCHED: 1996

NUMBER OF BRANDS: More than 150

TOP THREE SELLERS:

Biologique Recherche, Diptyque, Chloé Perfume

ANNUAL BEAUTY SALES:

\$3.5 million

UNIQUE VISITORS PER

MONTH: 57,000

PHILOSOPHY: With incredible personal service, we feed the beauty and fragrance obsessed with the best niche products from around the world.