

Boozt

Press Release

Malmö, Sweden, 17 January 2018

Boozt enters partnership with Guldbaggen

Boozt has entered a partnership with the Swedish movie awards gala, Guldbaggen. The gala is the official annual Swedish film awards ceremony where the Swedish Film Institute awards achievements within several categories in the Swedish film industry. The gala will be held on January 22nd, 2018 at Cirkus in Stockholm. During the gala, Boozt will showcase its newly established beauty department together with L'oréal Paris. The partnership with Guldbaggen offers Boozt the opportunity to pamper attendees on the night of this distinguished event.

“Guldbaggen pays tribute to the art of performance and movies, a craft that fills so many with joy and inspiration. Boozt is very honoured to be one of the main partners of this event and provide guests with an experience above the ordinary”, says Hermann Haraldsson, CEO of Boozt.

Boozt will style guests and celebrities in strong Nordic fashion brands and professional make-up artists from L'oréal Paris will circulate the Cirkus arena to help guests look their very best.

“We would like to give the guests at Guldbaggen a glamorous night to remember and we are happy to do so together with Boozt, a company which values the beauty in life and enables others to share it. Together, we create a meaningful context to celebrate beauty and luxury”, says Vicke Harris, Director of Guldbaggen.

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Boozt is a leading, fast-growing and profitable Nordic technology company selling fashion online. The Group generated net sales amounting to SEK 1.4 billion in 2016. Boozt offers its customers a curated and contemporary selection of fashion brands, relevant to a variety of lifestyles, mainly through its multi-brand webstore Boozt.com. The company is focused on using cutting-edge, in-house developed technology to curate the best possible customer experience. With an active customer base of over 967,000 and counting, Boozt.com attracts more than six million visits per month. Besides Boozt.com, the company also runs the webstore Booztlet.com and retail stores Booztlet and Beauty by Boozt in Denmark. For more information, please visit www.booztfashion.com.
