

Tangle Teezer appoints travel retail partner



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International hairbrush brand Tangle Teezer has appointed strategic retail advisory consultancy Harper Dennis Hobbs to manage its travel retail portfolio and launch in new sectors.

Founded by leading hair colorist Shaun P in London in 2007, Tangle Teezer has become a global business which has sold over 50 million hairbrushes worldwide.

Born from 30 years spent working in top salons and looking for an easy way to detangle knots without pulling, Shaun had the idea in 2003.

Research, design, development and refinement followed – as well as an unsuccessful appearance on British TV program Dragons’ Den – until in 2007 the detangling hairbrush launched and became a hit.

Tangle Teezer has won many awards, and its ground-breaking detangling hairbrush range now includes blow-drying and styling hair tools. All products are made using patented teeth technology.

Commenting on the announcement, Simon Black, Executive Managing Director at Harper Dennis Hobbs, said: “We are honored to be working alongside Tangle Teezer. They have been very successful launching in travel retail over the last few years in inflight, airports and cruise, and we are excited to grow this brand further in North America, South America, Middle East and Europe within inflight, airports, cruises, downtown duty free and ferries.”

He continued: “We had brilliant conversations with our partners at the IAADFS show in Florida as there

is huge potential in this travel retail market. We are also excited to be showcasing the brand on our stand at the upcoming TFWA show in Cannes in October. Tangle Teezer could not be more perfect for travel retail with its fantastic product range, price points and eye-catching point of sale fixtures. It establishes itself perfectly within the beauty and wellbeing space which we see innovating strongly at the moment, with operators and customers looking for proven concepts that will commercially fill these spaces within travel retail.”

James Vowles, CEO at Tangle Teezer, said: “We’re delighted to have appointed Harper Dennis Hobbs to manage our travel retail portfolio. We are really impressed by their knowledge of the sector and passion for the brand.”