

MANKIND

DISTINGUISHING FEATURES

Men's grooming online retailer Mankind offers an unusually varied brand selection and a range of editorial content to offer the customer something more distinguished, reports **Annemarie Kruse**

Mankind is one of the UK's leading online stores for men's grooming products. The store is owned and operated by the successful multi-website online retailer The Hut Group since it acquired Mankind in 2011. Mankind offers over 300 masstige, premium and luxury brands. And although most of these are beauty labels, the site's product portfolio also covers a range of other categories: fashion and accessories, fitness, nutrition and health, tech gadgets and tools and even homeware and kitchen appliances.

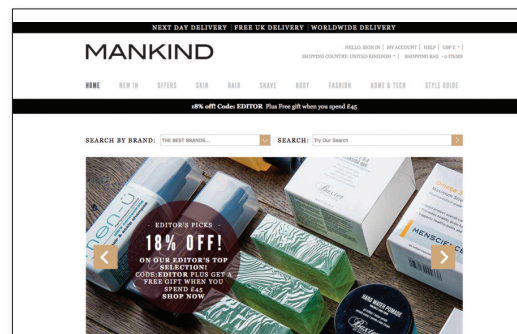
Broad brand providers

The main website has a clean and simple layout. There are ten main sections: New In, Offers, Skin, Hair, Shave, Body, Fashion, Home & Tech, Style Guide and Sale. The Skin category offers a highly segmented portfolio of facial skin care products. In addition, there is a comprehensive selection of men's make-up including tinted moisturisers, BB creams and CC creams, eyeliners, mascaras and tinted lip balm sticks. The brand line-up in this section does not just offer products from dedicated men's brands such as Lab Series for Men (Estée Lauder), Anthony or Bulldog but also includes a number of products from beauty brands that usually cater for a female demographic, such as Elizabeth Arden, Caudalie, Eve Lom and St.Tropez (PZ Cussons).

The Body section is also varied with brands such as Mama Mio being stocked alongside Jack Black. The Hair category offers variety too. Customers can select from brands like American Crew, but also browse hairdryers, heated styling tools and hair accessories, including hair bands and sleep-in rollers. In fact, this is something that distinguishes Mankind from other online retailers: the site offers a brand selection that goes beyond the classic men's care products.

The shaving line-up is probably the only category which offers only male-specific brands. The range includes pre- and aftershave products, beard care and a wide range of razors and blades, with brands ranging from Clinique for Men (Estée Lauder) to traditional barbershop labels like Geo F Trumper.

Besides the actual online store, the site offers an impressive range of editorial content. The bulk of the copy is assembled in the Style Guide section,



which features the Mankind Blog, the Masterclasses and The Ultimate Guide.

The blog is updated every few days with new articles that cover a wide range of topics, such as 'Top 5 manly cocktails you must try', and often feature crossover information from The Hut Group's other health, beauty and fashion online retail sites: pop culture, music and films, fashion and gadgets, ingredients and new beauty launches.

The Masterclasses is a range of how-to articles which is regularly extended with new chapters. At the time of writing, the Masterclasses comprise a total of 16 Lessons which range from Ingrowing Hairs over Exfoliation and Applying Concealer to Pre-Date Grooming.

The Ultimate Guide is a section which outlines grooming basics: there are sections on dealing with sensitive, oily or acne-prone skin, how to treat dandruff-prone hair or cope with hair loss, with each article giving background information on the topic, product suggestions and tips and tricks.

Leading the way

Because of its size and the logistics infrastructure of The Hut Group, Mankind.co.uk is able to offer an impressive range of shipping options. In the UK, deliveries are generally free with the exception of priority deliveries and Mankind dispatches to most countries and territories across the world. Add to this an impressive range of editorial content, detailed product descriptions, reviews and grooming advice and it comes as no surprise that Mankind has become well established as a leader in online retail for men's beauty.

It also helps that Mankind can draw on the knowledge and resources of The Hut Group's other retail sites. And this cooperation could well be intensified in the future: The Hut Group has been growing strongly. In the first half of 2015, The Hut Group delivered +40% like-for-like sales growth and in September the group announced a four-year £210m funding deal with six banks, replacing its prior £80m facility. CEO Matthew Moulding has said that the retail group will continue to expand, launching new retail platforms and language versions to reach customers across the world.

Mankind's inclusion of brands beyond classic men's care, such as Elizabeth Arden, sets it apart from other online retailers



Mankind: Fact file

Founded 2001

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