



2026

A complete route to market for fragrance, beauty, skincare and lifestyle brands entering the United Kingdom.

UK MARKET ROADMAP BEAUTY/FRAGRANCE/SKINCARE



14

digital specialists

300+

retail and marketplace connections

KTDS Global helps international brands manage every stage of UK market entry. We connect compliance, operations, buyers, e-commerce and consumer activation through one active relationship.

Our team prepares the brand for UK partners, opens the right conversations and maintains momentum once buyer discussions begin.

**YOUR ROUTE INTO
THE UK MARKET.**

THE SIX-STAGE ROADMAP

001 CERTIFICATION

UK compliance and Responsible Person support

002 WAREHOUSING

Fulfilment and logistics partner introductions

003 BUYER READINESS

Retail decks and commercial documentation

004 INFLUENCER ACTIVATION

Gifting, briefing and tracked deliverables

005 RETAIL GROWTH

Buyer management and new opportunities

006 SOCIAL MEDIA

Content creation and channel management



CERTIFICATION & UK COMPLIANCE

A SOUND REGULATORY FOUNDATION GIVES RETAILERS CONFIDENCE IN THE PROPOSITION.

001

Introduction to GCRS, our specialist compliance partner

002

Coordination of the initial handover and ongoing communication

003

Support for UK certification and Responsible Person appointment

004

Launch planning aligned with the compliance timetable

KEY OUTCOME: A clear compliance pathway for lawful, credible UK market entry.

WAREHOUSING, FULFILMENT & LOGISTICS

KTDS OPENS CONVERSATIONS WITH OUR UK PARTNER SUITED TO THE BRAND'S SIZE, CATEGORY AND GROWTH PLANS.

001

Connect you with SkyNet our warehousing and fulfilment partner

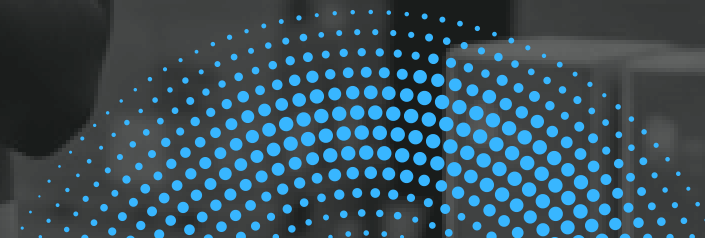
SKYNET
WORLDWIDE EXPRESS
The Partnership that delivers

002

Introduce solutions for start-ups, scaling brands and global businesses

003

Support evaluation and onboarding discussions



SKYNET & SELFRIDGES



SELFRIDGES & CO

KTDS GLOBAL × SKYNET WORLDWIDE EXPRESS
GLOBAL BRANDS. TRUSTED LOGISTICS.

KTDS Global is proud to partner with SkyNet Worldwide Express, connecting our clients with tailored logistics solutions trusted by leading retailers, including Selfridges. Built on strong relationships, flexibility and specialist knowledge, this partnership helps brands reach new markets and deliver exceptional customer experiences.

Our mission

To help our clients grow with confidence by combining KTDS Global's market expertise with SkyNet's logistics capabilities—connecting brands, retailers and customers through reliable delivery.



One of the reasons we partner with SkyNet is due to their flexibility.”

“The team are flexible, agile and have extensive logistics knowledge, enabling us to provide a solid service and maintain margins.”



Amy Allen
Head of Fulfilment, Selfridges



SKYNET

SKYNET
WORLDWIDE EXPRESS

The Partnership that delivers

COST EFFECTIVE AND POWERFUL E-COMMERCE SOLUTIONS

E-commerce is the fastest growing sector in industry and SkyNet is geared to reach this fast-expanding market. SkyNet offers e-Commerce ready bespoke integration options on a wide variety of platforms

next

ASOS

SELFRIDGES & CO

boohoo

JD

THG

ILG

Global e

BUYER-READY DOCUMENTATION



Products need to be presented in the language UK buyers expect.

001

Buyer and brand presentation deck

002

Product range, selling points and brand story

003

Commercial and operational information for initial discussions

004

Retail positioning, launch story and supporting marketing plan

INFLUENCER GIFTING & ACTIVATION

Our network includes more than 3,500 creators, with strong UK relationships across beauty, fragrance, skincare and lifestyle.

001

Creator selection based on audience and content fit

002

Gifting coordination, product selection and dispatch planning

003

Campaign briefs covering messages, timings and retail destinations

004

Deliverable tracking and follow-up with each creator

Awareness and credible content that directs consumers to approved stockists.

RETAILER & BUYER MANAGEMENT

INTRODUCTIONS CREATE OPPORTUNITY. CONSISTENT MANAGEMENT MOVES EACH CONVERSATION FORWARD.

001

Target relevant retailers, distributors and e-commerce platforms

002

Arrange introductions, calls and buyer meetings when interest is confirmed

003

Manage follow-ups, questions and information requests

004

Support onboarding and continue opening new opportunities

A managed opportunity pipeline with visible actions and momentum.

SOCIAL MEDIA MANAGEMENT

KTDS keeps UK-facing channels professional, active and connected to the wider retail plan.



001

Create branded visuals using approved product imagery

002

Build campaign themes and an agreed publishing calendar

003

Write platform-specific copy and calls to action

004

Publish approved content and review channel performance

BUYER SAMPLING & DEAL PROGRESSION

BUYER IDENTIFIED

Contact and sample need confirmed

DISPATCH AGREED

Products and fulfilment route approved

DELIVERY TRACKED

Receipt recorded and follow-up timed

BUYER FOLLOW-UP

Feedback, questions and next action

OPPORTUNITY PROGRESSED

Commercial and onboarding requirements coordinated





LIVE REPORTING & VISIBILITY

The brand and KTDS work from a shared live lead tracker. Everyone can see activity, ownership and the next action.

001

Target retailer, distributor or
e-commerce partner

002

Buyer details and current opportunity
status

003

Next action, owner and target date

004

Meeting dates, onboarding progress and
live partner status

RETAIL & E-COMMERCE CONNECTIONS

We connect brands with more than 300 UK retail, boutique and marketplace relationships. The target list is selected around category, price point and commercial readiness. Here are just some of the UK retailers we are working with

COSMETIFY

cult
BEAUTY

Harrods

RACKHAMS

asos

JOHN
LEWIS
& PARTNERS

Boots

BEAUTY BAY

HARVEY NICHOLS

Fenwick

next

LOOKFANTASTIC

BLOOM
PERFUMERY LONDON

The Fragrance Shop

HOW WE WORK TOGETHER.

KTDS GLOBAL LTD

Lead the UK market-entry roadmap and partner outreach.

Prepare buyer-facing materials with the brand

Manage introductions, follow-ups and live reporting

Create agreed visuals and manage social publishing

THE BRAND / CLIENT

Provide accurate product, pricing and commercial information

Supply approved imagery, assets and product samples

Respond promptly to compliance, logistics and buyer requests

Approve briefs, budgets and paid activity before commitment

Provide access and timely content approvals

FEES AND TERMS.

6 MONTH AGREEMENT

BI MONTHLY AND MONTHLY REPORTING

FIXED MANAGEMENT FEE: £1500.00 PER CALENDAR MONTH

UNLIMITED INTRODUCTIONS

SOCIAL MEDIA MANAGEMENT

INFLUENCER MANAGEMENT *UNLIMITED

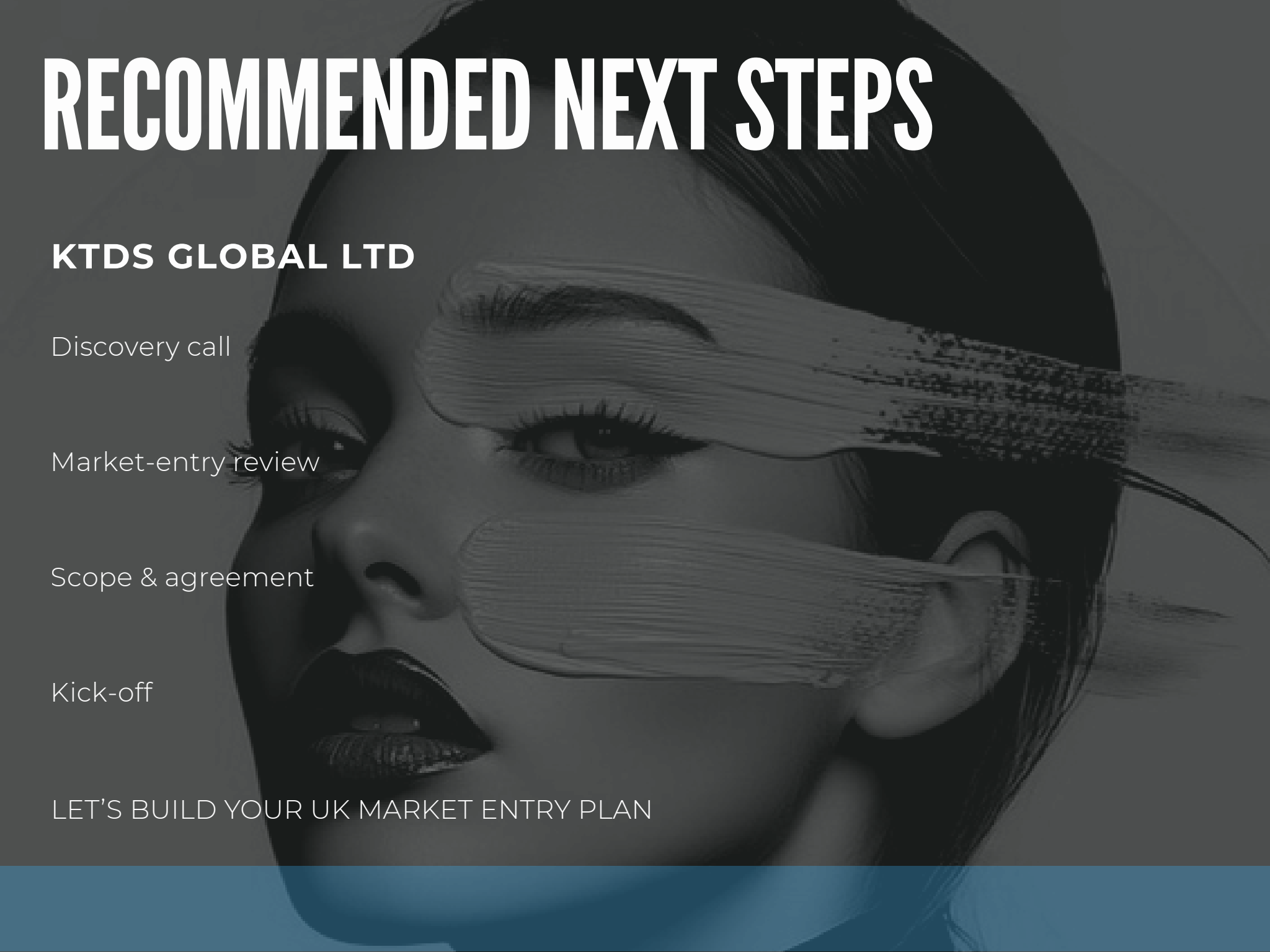
EXTRA SERVICES NOT INCLUDED IN THE MANAGEMENT PACKAGE

WEBSITE BUILD AND HOSTING

VIDEOGRAPHY

PAID AD CAMPAIGNS ACROSS META, TIKTOK, YOUTUBE, LINKEDIN AND GOOGLE

RECOMMENDED NEXT STEPS



KTDS GLOBAL LTD

Discovery call

Market-entry review

Scope & agreement

Kick-off

LET'S BUILD YOUR UK MARKET ENTRY PLAN

CONTACT US



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YOU
ARE
CONTENT