

York cosmetic brand enters the luxury cosmetics market

Thursday 9 February, 2017

York-based Minster Cosmetics today announced the launch of its brand new online store:

www.minstercosmetics.com.

The new website is a key part of a wider growth strategy into the luxury cosmetics industry, targeting consumers seeking unique wedding, anniversary and birthday gifts. All of which are personalisable.

The platform provides an intuitive user interface that is simple and easy to use, together with a responsive design that also allows for ease of use across various tablet and mobile devices, including the iPad and iPhone.

Visitors can also stay informed about the latest news from Minster Cosmetics via the newly introduced company blog. This features company announcements, product innovations and opinion pieces, including cosmetics application tutorials and tips.

Comprehensive product information on the website, with a key focus on skin types, also ensures customers will be able to select products that work best with their skin type.

After two years of active development, the platform and products on it are now available to the public.

Customers can now quickly and easily purchase specialist beauty products, including facial cleansers, body lotions and moisturisers, all of which are also available in gift form.

Kathryn Smith, Managing Director at Minster Cosmetics, said: *"We are excited to now launch our online store after our brand has been in development for the past two years."*

"The products we have developed are targeted at consumers looking for true luxury cosmetics products of the utmost quality."

Minster offers a range of luxury spa beauty products for the face, body and skin.

Known as the "moonpig of cosmetics", Minster prides itself in offering a fast and fully personalised gifting service, where customers can write their own message cards and ship directly to the recipient.

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