

Case Study

# How This Eco-Friendly Brand Easily Expanded Into New Markets With Faire

F A I R E

# Tabitha Eve

**Debbie Rees** | Founder

Based in the United Kingdom

After Brexit, the Tabitha Eve team found new markets for their ethically made, reusable items thanks to Faire's terms and benefits—now, the brand's founder says she's "Faire's biggest fan."





Tabitha Eve was founded in 2018 by Debbie Rees to produce ethically made, beautiful, reusable items available to everyone. Based in the United Kingdom, the brand specializes in handmade, reusable, vegan, and cruelty-free products in plastic-free packaging that support a zero-waste lifestyle. The Tabitha Eve range includes cotton dish cloths, eco-friendly sponges, makeup pads, bamboo nail polish remover pads, reusable wipes, sustainable gifts, baby products, and homewares.

The company was growing at a steady rate, but at the end of 2020 Brexit was finalized and they lost nearly all their accounts in mainland Europe. That's part of the reason they decided to join Faire in May 2021. We had a chance to speak with Tabitha Eve's founder Debbie about how Faire helped her expand to new markets, win back old customers, and overcome many of the challenges related to navigating Brexit.

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Most of Tabitha Eve’s retailers are located in the United Kingdom because the company’s studio is in Wales, but the brand also had a customer base in continental Europe before Brexit. “About 20% of our retailers were in mainland Europe, so we lost 20% of our turnover overnight,” Debbie shared. “It was a real kick in the teeth.” Because Faire’s been covering the cost of duties on European orders, Debbie was able to contact retailers on the continent about restocking again.

Tabitha Eve also expanded to North America earlier than expected thanks to Faire. “We had planned to target Canada and the U.S. in 2022, but it’s been amazing for us,” she said. Debbie was concerned about creating separate websites for each country, marketing to new customers, processing payments in different currencies, and the cost of shipping—but Faire ended up handling everything. “It’s been fab,” she said. “It’s like we don’t really need to do anything. [Faire] already has an established customer base there.”

“Now I am Faire’s biggest fan. It’s been brilliant for us.”

Although Debbie was initially unsure about Faire, she’s now the platform’s biggest fan. “It’s been brilliant for us,” said Debbie, adding sales have grown as a result of Faire Direct’s retailer benefits: net 60 terms, free shipping promotions, and £200 credit on first orders. “They think we must be missing out if they’re getting all this for free, and I have to convince them I’m not,” Debbie said with a laugh. “It’s great.”

Debbie particularly likes how Faire easily integrates with her own marketing strategies. “We can use the email marketing tools with Faire,” she said, “but we’ve also got our own backend marketing system and we can use the Faire link in those emails.” Faire Direct works especially well with what the brand is currently doing. “We push it a lot, which is why it’s been working for us,” according to Debbie. And as far as new customers coming through the Faire marketplace, Debbie said the majority of them are not based in the United Kingdom, “which is exactly what we wanted.”

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