How This UK-Based, **Eco-Friendly Brand** Easily Expanded Into New Markets With Faire

FAIRE

Debbie Rees Founder

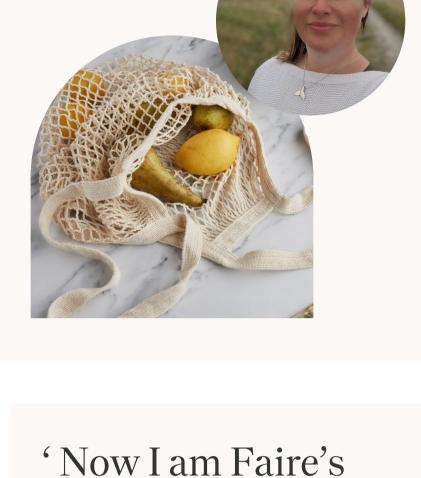
Tabitha Eve

Based in the United Kingdom

After Brexit, the Tabitha Eve team found new markets for their ethically made, reusable

Now, the brand's founder says she's 'Faire's biggest fan'.

items thanks to Faire's terms and benefits.



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

products in plastic-free packaging that

range includes cotton dish cloths, eco-

handmade, reusable, vegan, and cruelty-free

support a zero-waste lifestyle. The Tabitha Eve

friendly sponges, makeup pads, bamboo nail

biggest fan. It's

been brilliant.'

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.

like we don't really need to do anything.' 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

turnover overnight," Debbie shared. "It was a

real kick in the teeth." Because Faire's been

orders, Debbie was able to contact retailers

Tabitha Eve also expanded to North America earlier than expected thanks to Faire. "We had

mainland Europe, so we lost 20% of our

covering the cost of duties on European

on the continent about restocking again.

'It's been fab. It's

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." Although Debbie was initially unsure about Faire, she's now the platform's biggest fan.

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

"It's been brilliant for us," said Debbie, adding

sales have grown as a result of Faire Direct's

wanted."

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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

The future is local.

Sell on Faire