

German Makeup Brand essence Enters India via Reliance Retail

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Germany-based cosmetics firm cosnova Beauty has entered into an exclusive distribution partnership with India's Reliance Retail. The collaboration will introduce essence — the European mass-market make-up favourite — to Indian shoppers.

Under the agreement, essence products will be rolled out across Reliance Retail's omnichannel network — including e-commerce platforms, standalone beauty stores, and partner retail outlets.

What Essence Offers:

Founded in 2002, essence has grown to become one of Europe's biggest cosmetics brands by units sold.

Its appeal lies in a wide range of **colour cosmetics**, produced mostly in Europe — over 80% of products under the brand follow European manufacturing standards.

The brand is known for:

- **Budget-friendly pricing** — making make-up accessible to a broad audience.
- **Cruelty-free and often vegan formulas** — aligning with rising demand for ethical beauty choices.
- **Frequent new launches and trend-led collections** — allowing users to experiment with colours and styles easily.

Essence's "make-beauty-fun" philosophy aims to encourage creativity, self-expression, and accessible beauty for everyday users.

Partnership Details

For Reliance Retail, this tie-up strengthens its beauty and personal-care portfolio — a segment seeing growing consumer demand across India.

With an established omnichannel infrastructure (online + offline stores), the company is well-positioned to distribute essence nationwide — making affordable global-quality make-up widely available.

For cosnova Beauty, the alliance gives instant access to one of the largest retail networks in India, accelerating market penetration without setting up local manufacturing or standalone stores.

What This Means for Indian Consumers

- Greater access to **affordable global-standard cosmetics** — ideal for price- and quality-conscious users.
- Availability across **online platforms and offline stores**, improving convenience and choice.
- More **cruelty-free and vegan makeup options** — resonating with India's rising demand for ethical, conscious beauty.
- Potential for **frequent new collections and trend-driven launches**, encouraging experimentation with style without heavy investment.

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