



- This year, Alibaba hosted the first-ever Go Global 11.11 Pitch Fest to help small and medium-sized US brands expand their businesses globally.
- Nearly 100 brands applied and eight were selected to participate in the 2020 11.11 Global Shopping Festival and to receive guidance and support from Tmall Global's team of experts to fast-track their entry into the China market.

## 2020 BRAND FACT SHEET: GO GLOBAL PITCH FEST WINNERS

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### C.O. BIGELOW

- One of the key ways Chinese consumers learn about new brands is by traveling and, prior to the pandemic, C.O. Bigelow's store in Greenwich Village was a popular destination for Chinese tourists visiting New York. Founded in 1838, the company is the oldest apothecary in America and has counted Eleanor Roosevelt and Mark Twain among its famous customers over the decades.
- C.O. Bigelow was an early adopter of livestreaming in the US and the company has strategically built awareness of its brand and developed relationships with Chinese consumers by livestreaming directly from the sales floor of its store in New York City. A first-time participant in 11.11 this year, C.O. Bigelow worked closely with the Tmall Global team to curate an exclusive range of product capsules from its Lemon Collection, Iconic Collection and popular Rosewater range to introduce its brand story and quality products to even more Chinese consumers.

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### FRENCH BULL

- French Bull founder Jackie Shapiro is a former fashion designer, a creative mastermind and a bit of a rebel who finds inspiration in the art, music and fashion of her native New York City. Her optimistic, urban attitude is reflected in the colorfully patterned tableware, kitchenware, apparel, and kids' and pet items French Bull offers. Shapiro is confident that the brand will be an excellent fit for Chinese consumers, particularly the young millennial and Gen Z shoppers who make up over 60% of the Tmall Global customer base.
- To appeal to young, design-focused consumers during 11.11, French Bull is launching exclusive packaging for one of its top-selling products as well as a special-edition Lazy Susan with a design series inspired by elements of Chinese culture. The brand plans to use special packaging in China to provide a consistent branding experience that stands out and creates a sense of excitement.

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## LAB TO BEAUTY

- Sisters Katherine and Alison Ragusa took their inspiration from the farm-to-table movement to launch a brand that would transform clean beauty—Lab to Beauty. The company focuses on plant-derived ingredients in its unisex collection of vegan, cruelty-free, CBD-infused products and relies on the expertise of a team of scientists, farmers and botanists when developing new formulas.
- The digitally savvy Ragusa sisters are creating original digital content to share the Lab to Beauty brand story with Chinese consumers and educate them about the brand's products and hero ingredient, CBD. They're working with a growing list of US-based KOLs and believe that storytelling on social media and customer-friendly content such as unboxing videos and livestreaming will be crucial to connecting with new consumer audiences in China during 11.11.

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## PIPETTE

- Offering clean, high-performing, sustainable skincare products for babies, moms and families, Pipette is known for its exceedingly high ingredient standards, which set it apart in the increasingly crowded baby and personal care space. The brand has banned over 2,000 potentially harmful ingredients from its labs and products, a number that's far higher than the 12 flagged by the US Food and Drug Administration and the 1,300 blocked by the EU's regulator.
- Pipette expects to attract a large audience during the 11.11 Global Shopping Festival this year, as Chinese consumers have proven very receptive to clean Western products that are sustainably formulated and packaged. In the past, startups like Pipette might have struggled to successfully enter a huge international market like China so early in their tenure, but Tmall Global is smoothing the way for young companies to expand globally. Pipette says that participating in the 11.11 Pitch Fest program has allowed it to learn much more about the market in China and has put it in a better position to succeed in the country in the long term.

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## PUNKY COLOUR

- Punky Colour's mission for over 30 years has been to create the most-innovative, best-in-class and funnest hair color products on the market. The brand offers dyes and pigments in a wide variety of colors. For many of the young, trendy shoppers on Tmall Global, hair color is a clear expression of individuality and Mickey Fenig, vice president of international sales at American International Industries, Punky Colour's parent company, is confident the brand will be a big hit with this group.
- Introducing Punky Colour to China with the support of the Tmall team, which knows the market intricately, was a priority for Fenig and to stand out during 11.11, the brand is focusing on clean beauty. Punky Colour will offer its popular range of vegan, cruelty-free hair color products on Tmall Global and is planning to leverage multiple channels, including livestreaming, to engage with Chinese consumers during the shopping event.

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## SHIVELIGHT PREMIUM BEVERAGE COMPANY

- Shivelight Premium Beverage Company is a new American West success story, offering four flavors of all-natural drinking vinegars called shrubs from a small town in Montana. The beverages contain

no stabilizers or preservatives and are made in small batches with raw, whole ingredients known to offer medicinal and health benefits such as blood-sugar moderation and aiding digestion.

- The brand says that expanding internationally with Alibaba's support was a natural next step for Shivelight, as Chinese consumers have long sought the medicinal and health benefits that drinking vinegars provide and has a well-established drinking-vinegar culture. In addition, the brand is confident that its focus on pristine landscapes, clean ingredients and clean water will hold strong appeal for Chinese consumers.

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## UNCLE BUD'S

- Uncle Bud's is a hemp and CBD products brand co-founded by Garrett Greller, who started the company when studying a formula to help alleviate his own chronic arthritis pain. Greller's partner, co-founder Bruno Schiavi, is a retail veteran who has launched a number of successful brands in the US over the last 25 years. Schiavi said Chinese consumers' "great attitude toward skincare, health and natural pain relief" make the country a "great match" for Uncle Bud's.
- The Tmall Global team helped Uncle Bud's understand the importance of using Chinese key opinion leaders in addition to American celebrity endorsers to share the brand's story with Chinese consumers, and even advised the brand in selecting products that are likely to resonate best in China. As part of the company's KOL marketing campaign for 11.11, NBA legend and entrepreneur Earvin "Magic" Johnson, an Uncle Bud's brand partner, will kick off a live launch of the new Uncle Bud's store on Tmall.

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## VOLITION BEAUTY

- Volition Beauty, a San Francisco-based brand that makes all its products in the US, is shaking up the beauty industry by shifting the product development process into the hands of consumers. Unlike other beauty brands, Volition Beauty only offers products that have been created based on a suggestion from a real consumer with a specific skincare concern. Anyone can submit a product idea via the company's website for consideration by the brand's team and online community.
- This unique process has generated some powerful results and Volition Beauty now has an active customer community of half a million beauty enthusiasts from the US, Canada, the UK, Australia and New Zealand. The company is confident that the next phase of its evolution will come from engaging with Chinese beauty enthusiasts who favor clean beauty and want to help create unique products to meet their own individual needs.

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