

Passionate About Every Little Thing  
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# VERTICAL DESIGN & MARKETING

COMPANY  
PRESENTATION

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Beyond Products. We Build Ecosystems for Retailers.

# Leading Retail Innovation with Vertical Design & Marketing

Vertical Design & Marketing (VDM) is a **retail - focused product innovation and execution partner**. We don't just create products; we architect brand ecosystems. By partnering with major retailers, we deliver trend - forward, compliant beauty and health lines. These lines are designed to grow customer loyalty and profitability.

*Beyond Products.  
We Build Ecosystems for Retailers.*



VDM



# WHO ARE

# WE Retail Innovation Partner

in Beauty & Personal care



- **Retail Ecosystem Building Capability**

VDM is a retail-oriented product strategy and execution company **focused on the beauty and health categories**. It is not a manufacturer, trader, or procurement agent, but an indispensable strategic partner for retailers.

- **Core Role Definition**

Creates highly complementary and interconnected category assortments to enhance customer loyalty and repurchase rates.

Shapes a sustainable shopping environment from individual products to full-category experiences for **continuous growth**.

- **Differentiated Advantages**

Provides end-to-end services including manufacturing, sourcing, and compliance, combined with retail insight. Ensures products are not only "manufacturable" but also "best-sellers," **maximizing profit margins**.



## To Help Retailers Lead Categories — Not to Follow

Retailers often enter categories after brands validate them.

- Identify emerging beauty & personal care trends
- Translate them into viable retail SKUs
- Reformulate where necessary for compliance
- Deliver retail-ready collections quickly

We turn category opportunities into scalable retail programs.



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VDM

OUR MISSION

# Core Categories We Develop

We develop and manage private label programs across >

## BEAUTY



Makeup



Lash



Skin Care



Nail



Beauty Tools



Beauty Tech

## PERSONAL CARE



Hair Removal



Oral Care



Health Care



Bath & Body



Hair Care



Feminine Care

# Diversified Manufacturing Strategy

Retailers increasingly require sourcing beyond China.

## VDM offers:

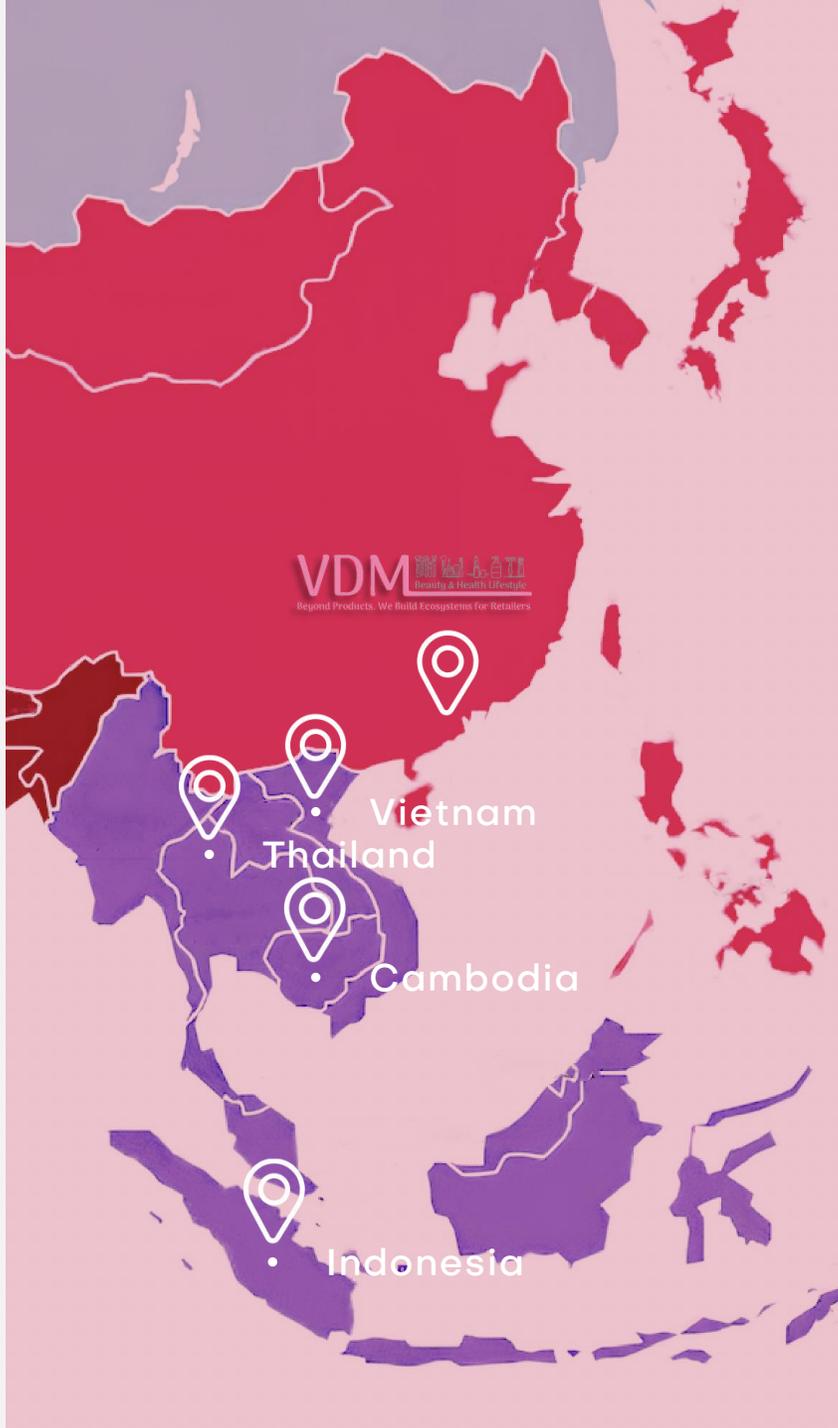
- Retailers demand agile, China-plus sourcing. We're ready.
- **VDM partners in Vietnam, Indonesia, Cambodia, Thailand, Southeast Asia, and beyond.**
- Whether your strategy includes China or alternative regions, we offer diversified manufacturing networks.
- Seamless production allocation, compliance, and risk mitigation come standard.
- We lead sourcing flexibility—so you're always ahead.

**We manage the complexity — retailers gain the flexibility.**

[CONTACT](#)

[EMAIL](#)

[LOCATIONS](#)

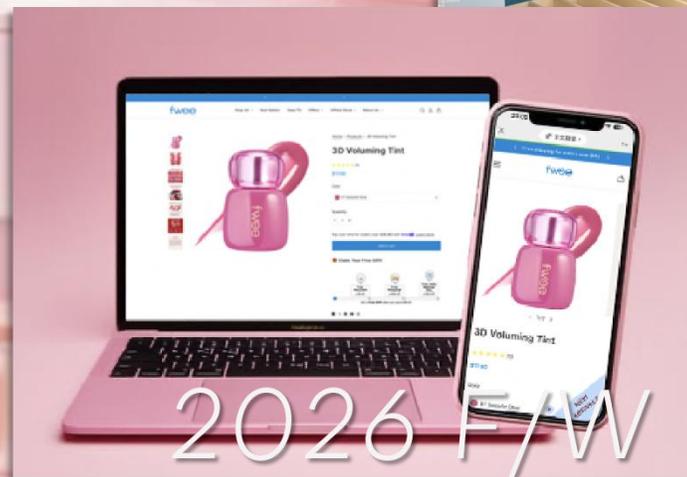




# From Trend Insight to Shelf Presence

- Trend expertise guides the journey from concept to shelf.
- In-house design creates product and packaging aligned to your strategy.
- We tailor every item—whether trend-driven or core staple.
- From formulation to packaging, each product stands out and fits your vision.
- We don't follow trends—we shape products that sell.

Our design team ensures products resonate both on shelf and online.



# Where Innovation Meets Safety

Beauty innovation often fails at compliance. >

## We specialize in:

- Reformulating restricted ingredients
- Navigating international cosmetic regulations
- Monitoring evolving chemical restrictions
- Ensuring labeling compliance

Compliance is engineered into development from day one.



# Our Retail Ecosystem Model

We design interconnected product assortments that **turn single purchases into brand loyalty**. By building core categories that naturally lead customers from one product to the next, we create a seamless shopping journey. Each line complements the last, driving repeat purchases and **strengthening the customer-brand bond**. In short, we don't just supply products—we build a retail ecosystem for sustained profitability.

- We build aligned core categories—nail, lash, makeup, skin care.
- Assortments complement each other to drive cross-category sales.
- One purchase naturally leads to the next category.
- **This ecosystem drives repeat sales, loyalty, and profitability.**



# Case Study

ABOUT  
PRODUCTS  
STORE

## Kmart Australia — Profit-Driven Ecosystem Built by VDM

We didn't just introduce a product  
—we engineered a profitable beauty ecosystem.





- **Recognized as a key supplier within 12 months**

VDM introduced the first gel polish to Australian mass retail. After reformulating for strict compliance, it launched in six months, selling 1 million bottles in year one and earning broad recognition.

- **Built a Holistic Ecosystem**

Using market data and trend insights, we expanded into cosmetics, hair removal, bandages, and more—creating a full beauty ecosystem designed to drive repeat purchases and basket growth.

- **Pioneered Australia's First Gel Polish in Mass Retail**

We elevated packaging, design, and positioning, transforming nails from a commodity into a must-have category.

- **Rebranded the Entire Nail Category**

We elevated packaging, design, and positioning, transforming nails from a commodity into a must-have category.

- **Sustained Growth Through Innovation**

Building on success, we expanded the gel line with BIAB (Builder in a Bottle) and LED lamps. Each product, guided by VDM's design and market intelligence, ensures long-term, sustainable growth.

BEYOND PRODUCTS. WE BUILD ECOSYSTEMS FOR RETAILERS.

# Proven Retail Partnerships



A **300% growth** within the first 24 months and continues to experience a tremendous growth within the Health and Beauty categories.

Our partnership with Kmart Australia was a turning point. With VDM's market expertise, we identified key consumer needs and priced competitively to win. By combining trend insights, consumer data, and design, we launched more than a product—we created a premium beauty ecosystem at an accessible price. From the first gel polish to a full category expansion, VDM's strategy boosted Kmart's profits. We didn't just follow trends—we delivered exactly what customers wanted. That precision drove strong category growth and long-term profitability.

# Private Label & OEM Specialists

VDM partners with retailers to create exclusive, on-brand products from concept to shelf. Our key advantages include:

- Low MOQs for flexible production.
- Global sourcing for best materials and costs.
- Professional technical, formula, and design services ensure innovation at each step.
- Built-in compliance to meet global standards.
- Trend analysis and proposals for private label to stand out.

From tailored concept development to turnkey execution, VDM turns your vision into a differentiated, high-impact retail success.

## idyll beauty



# Ready to define the next beauty wave?

## We deliver:

- Comprehensive portfolio reviews
- Precise category gap analysis
- Strategic, competitive product proposals
- Scalable, compliant SKU development

Let's partner and build the next breakthrough together.



ABOUT  
PRODUCTS  
STORE

**THANKS**

[www.vertical-dm.com](http://www.vertical-dm.com)



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