



London award winning make-up artist secures beauty contract in South Africa and Nigeria, with help from UK Trade & Investment

CASE STUDY: ERYCA FREEMANTLE.COM

Beckenham-based business Eryca Freemantle.com, founded by Eryca Freemantle, has achieved major success in Africa (South Africa and Nigeria) securing numerous contracts. One recent accolade is being personally selected by Mark Maloney Professional Beauty South African owner to be the first ever black British female celebrity make-up artist to present at the Professional Beauty Show in Johannesburg.

Bringing together manufacturers, suppliers, health and beauty professionals from around South Africa, Professional Beauty is the third largest show in the hair and beauty sector in Africa enabling businesses to showcase their talent, network with fellow professionals and keep up to date on industry news.

Eryca has also met with South African President Jacob Zuma and other top industry contacts including beauty editors, publishers, radio and TV networks, make-up schools and manufacturers to discuss products and new make-up lines. She is now collaborating with the President of SHAASP South Africa to run a series of workshops.

Her contribution to the African beauty industry comes from her rich experience and diverse talent. An award winning celebrity and international make-up artist, consultant and motivational speaker, Eryca teaches self-expression through make-up. Drawing on her reputation and 30 years of expertise, Eryca's aspiration is the empowerment of women through make-up utilising the strength of the UK brand to promote Eryca Freemantle.com internationally.

She is not just a make-up artist but also a successful business woman. A major car accident over 25 years ago left Eryca with hair loss, visible scarring to the right side of her face and near amputation of her left

leg. After being told that she would probably not be able to walk again, sheer motivation and determination enabled her to fight back proving everybody wrong. This motivated her to learn about corrective make-up techniques and applications to camouflage facial blemishes and scarring.

After graduating from UKTI's 12 month Passport to Export scheme in 2006, Eryca commissioned an Overseas Market Introduction Service (OMIS) via the British Embassy in Johannesburg to scope out the market. She joined the London International Trade Team led by Bryan Treherne, International Trade Adviser, on her first market visit to South Africa to research the potential to formulate products. South Africa was chosen for its diverse mix of people and its similarities to the UK within the African continent. The OMIS helped her formulate a business strategy and identified 26 potential business partners to meet with during the 10 day visit. It was this visit that provided market insight and opened her eyes to the vast opportunities and the power of the Rand.

Despite her strong ambition and experience, Eryca cites that she would not have been received so well had it not been for the power of the UKTI network - "UKTI in South Africa have opened doors that have never been opened". Her experience working with top clients combined with Government strengthened the offering resulting in people believing in the brand.

Building a strong network of contacts in South Africa through word of mouth and reputation has enabled her to meet the right people in the growing global make-up industry (*In 2013, the global make-up market is forecast to have a volume of 3.6 billion units, an increase of 12.9% since 2008).

Now business opportunities and key contacts have been identified, Eryca continues to visit South Africa to strengthen these relationships even rejoining the March 2010 UKTI market visit.

During this follow up visit she met with Revlon and Estée Lauder, two of the biggest make-up brands in the world. Eryca came up with a formula to introduce make-up brands to lucrative Nigeria and other African countries, via a unique TV show "Beauty Make-Up Fitness and Health". The show will be launched shortly.

Having successfully entered South Africa, Eryca Freemantle.com are now using their African contacts and the UKTI network to springboard into Nigeria and Ghana.

Following a UKTI/London Chambers of Commerce and Industry market visit to both markets in October 2009, Eryca was introduced to the UK Director of Trade and Investment in Nigeria, who invited her to the Queen's birthday party at the British High commission to meet senior officials and top designers.

After her initial meeting in Lagos, Eryca has been invited to demonstrate to Nigerian women and investors the huge potential in the make-up industry.

Speaking highly of the help she has received from UKTI and her London regional International Trade Adviser to help her access new markets, she comments "Bryan Treherne is my role model and put me up for so many things, helped me build key relationships and believed in the Eryca brand".

Successfully entering the African continent, the next focus is Mexico. Eryca is already in discussions with the Embassy in Mexico City eventually hoping to conquer France and the Middle East. The combination of Eryca's beauty expertise, ambition and sheer determination armed with the power of the UKTI network has enabled her to meet the right business contacts and launch the Eryca brand internationally.

For more information, please visit: www.erycafreemantle.com

* Make-Up: Global Industry Guide (Datamonitor - 29 January 2010)

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