

Nile Luxe x Daniel Diyepriye Beauty

The richest margin any supplier can hand you — over 4x your money on the founding order, triple on every restock after — plus a done-for-you Meta ad engine and total exclusivity in your area.

PREPARED FOR **NILE LUXE** · AFRICAN LUXURY GROUP

Vogue

FEATURED

£64k

REV / 4 MONTHS

4.5x

RETURN ON AD SPEND

20–25%

REPEAT RATE

77%

PRODUCT MARGIN

A margin no other supplier can hand you.

Over 4x your money on the founding order — then every restock still pays you triple.

FOUNDING ORDER — 5-SHADE KIT · ONE-TIME

£13.50 → £59.00

4.4x your money · £45.50 profit / kit

We open the door with our best price on 200 kits, ready this week. Fill your shelves and eat.

EVERY RESTOCK AFTER — STANDING PRICE

£19.50 → £59.00

3x your money · £39.50 profit / kit

Still double what a normal supplier gives you (they hand you 2x). You keep eating on every reorder, better as you grow.

Start small. Prove it. Scale together.

One easy opening order from stock we hold right now — then you climb the ladder as the tills ring.

YOUR FOUNDING ORDER · ONE-TIME

The Launch

£2,700

200 kits · our whole on-hand shelf, ships this week

- ✓ 200 kits at £13.50 — worth £11,800 at retail
- ✓ Sell just 70% and you clear **£5,560 profit**
- ✓ We run & pay for Meta ads — buyers to your door
- ✓ Free counter display + area exclusivity from day one
- ✓ 30-day buyback guarantee — your downside removed

THEN WE ALL EAT

The restock

£19.50/kit

standing price — still 3x your money, forever

- ✓ **£39.50 profit per kit** — reorder only what you sell
- ✓ Bigger reorders **drop back toward £13.50** (see ladder)
- ✓ Add **singles** at £12 for extra till-side margin
- ✓ Fresh creatives, seasonal drops, priority restock
- ✓ Exclusivity held for as long as you're active

We run and fund the advertising; you keep every pound of retail margin. These are recommended starting numbers and flex to your store.

The more you move, the better your price.

Your founding order already gave you the Distributor price. As you reorder and grow, you earn your way back to it.

TIER	MONTHLY KITS	YOUR PRICE	YOUR MARKUP
Stockist YOUR RESTOCK RATE	100–249	£19.50	3.0x
Volume	250–499	£17.00	3.5x
Key Account	500–999	£15.00	3.9x
Distributor = DAY-ONE PRICE	1,000+	£13.50	4.4x

A stockroom and a marketing department in one.

Richest margin in the room

4.4x on the founding order, 3x on every restock. A Vogue-featured product people already want.

Done-for-you Meta ads

We build, run and pay for geo-targeted ads. Every £10 ≈ two people in store.

Area exclusivity

The only Daniel Diyepriye Beauty stockist in your area. The demand is yours alone.

Free counter display

A branded unit that sells at the till, plus line sheet and creative pack.

Buyback guarantee

Don't sell through the opening order in 30 days? We buy back every unsold unit.

Repeat customers

A 20–25% repeat rate means buyers come back. Your margin compounds.

Your founding order, in the open.

LINE	UNITS	TO YOU
Founding order — 200 kits @ £13.50	200	you pay £2,700
Kits sold @ £59 retail (70% sell-through)	140	£8,260
Your profit on the founding order		£5,560

£5,560 profit on your very first order — and unsold, sellable stock is covered by the buyback guarantee. Then you restock at 3x and keep eating, with your walk-in regulars and a 20–25% repeat rate on top.

Don't sell it? We buy it back.

Sell through your opening order within 30 days or we repurchase every unsold, sellable unit. The consumer demand is proven — we simply ask your shelf to say yes, and cover you if it doesn't.

Reserve your area before someone else does.

Exclusivity is granted to one stockist per area. Say the word and we ship your 100-kit opening order and switch the ads on this week.

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