

MEIYUME'S
GIFT WITH PURCHASE
SOLUTIONS



THE VISION

Beauty brands can enhance their customer's shopping experience and increase brand loyalty by offering customized Gift With Purchase (GWP) products that complement their main product with added branding value.

Meiyume has an in-house team of experts specializing in innovative beauty solutions, offering GWP capabilities to beauty brands that include beauty and fashion accessories, secondary packaging, and more. These custom-made designs enhances the unboxing experience for the end consumers and reinforces the brand identity of the beauty brand.

THE BACKGROUND

According to [research conducted by Harris Interactive](#), providing GWP promotions can result in a significant boost in brand loyalty. The study found that 90% of consumers are more inclined to make repeat purchases from a brand if they receive a free gift along with their purchase.

THE SOLUTION

Meiyume's end-to-end solutions start with ideation and product development and are designed to align with a brand's identity and marketing goals while incorporating the latest market trends.

With state-of-the-art global facilities and an experienced team globally, Meiyume manages the sourcing, warehousing, and production of all GWP items. This ensures that orders are processed accurately and efficiently, and GWP items are delivered to beauty brands promptly.

Meiyume has a wide range of capabilities in GWP items, which includes sunglasses, customizable boxes, makeup boxes, bags, phone covers, earrings, hats, brushes, keychains, diffusers, and other items.



CASE STUDY

Here are the case studies of some of Meiyume's past gift with purchase designs:

1. BELVEDERE MINI COCKTAIL SHAKER

This mini cocktail shaker that doubles as a drinking glass made from FSC cardboard, with eye-catching packaging, and aimed at offering guests an interactive and sustainable experience.



2. COACH'S TEDDY BEAR

A sustainable and suitable-for-children GWP, was designed and manufactured by Meiyume according to Coach's requirements, with recycled polybag packaging and a personalized touch of a t-shirt.



3. KIEHL'S GUASHA ROLLER SET

This set made from natural and eco-friendly materials, including FSC wood for the roller handle, and packaged in a kraft paper box.



CASE STUDY

4. SHU UEMURA COLLABORATION WITH SAILOR MOON 2022 XMAS COLLECTION

This collection features bags made from sustainable materials and cat-shaped pouches and accessories according to Shu Uemura's requirements.



THE FUTURE

By creating innovative and effective GWP products, Meiyume is committed to help beauty brands enhance the shopping experience for their consumers, increasing their sales, and strengthening their brand identity.

5. SISLEY HAIR RITUEL HAIR BRUSH

Featuring a Schima wood handle, synthetic nylon hair and boar hair bristles, epoxy resin tips in blue, and protective packaging for hygienic storage.



6. LANCÔME VALENTINE'S DAY CASINO COLLECTION

This poker collection features bespoke items in individual PE polybags with red packaging suitable for the Asian market, offering customers a luxurious and memorable gift.



...and many more