

Timeline



First orders wrapped in pink tissue with a hand-written thank-you note.



2010

Started in a conservatory

After three months Glorious Brands hired its first employee.



2011

Moved into first London office



2012

First website; Stila

Inspired by Glorious Brands' first London Fashion Week shows.



2014

Four years in!

Stila launch in Selfridges and Marks & Spencer – No1 colour brand.



2020

Created new websites, pivoted business online. Anatomicals in BOOTS.

2019

Stila launch in Harvey Nichols Bristol. BOOTS BRI stores launch.

2017

Glorious Brands' biggest year ever

Glorious Brands became the biggest beauty supplier to Marks & Spencer. First Glorious Brands press event.

2016

Winner 2016
Best Beauty Stylist.

Timeline



Introducing **Sabrina Carpenter's** first fragrance *Sweet Tooth* at **Superdrug**.



Soleil fragrance collection in **Harrods** this Spring.



2021

Launch of **Brioni** fragrance and **Cosmedix** in the UK. Designed to work with all skin tones and types.

2022

New brand launch. **Hackett** for Men - exclusivity available in **Harrods**.

2023

Introducing **Maison Noir** fragrance in **Harrods**.
Stila celebrates 30 years and 13 years partnering with **Glorious Brands**.

2025

Sweed entry into **Marks & Spencer**, scaling a **prestige brand** into UK retail

Don.Beauty fragrances launched exclusively on **TikTok shop**.

2026

The biggest global launch for **Ciroa** beauty as it lands in **Boots**.



2026/2027

August 2026

Niche Fragrance launch in **Harvey Nichols**.