Manscaped, Inc. Announces National CPG Retail Partnership with Dillard’s, Inc. Launching Exclusive Gentleman’s Package - The Perfect Gift for Him!

Manscaped, Inc. announces national big-box retail store placement at all Dillard’s, Inc. 267 store locations and reveals exclusive Gentleman’s Package offer - the ideal gift for men this holiday season.

SAN DIEGO (PRWEB) November 28, 2018 -- Following its recent success on ABC’s hit show Shark Tank, Manscaped, Inc. announces national retail placement at all 267 Dillard’s, Inc. store locations and launches the Gentleman’s Package, an exclusive Dillard’s offer. Manscaped positions brand for mass CPG market disruption through strategic partnership with Dillard’s.

“Our partnership with the tremendous team at Dillard’s is the crown jewel of our brilliant 2018 year of growth,” explained Steve King, CEO at Manscaped, Inc., “Dillard’s believed in our brand’s vision and showed us incredible support during negotiations,” King added.

“We’re absolutely thrilled to debut our exclusive Gentleman’s Package to the loyal Dillard’s customer base,” continued King, “The Gentleman’s Package is the ideal manscaping kit, designed and curated for the refined gentleman. It features our Lawn Mower 2.0™, a waterproof, rechargeable trimmer with QuietStroke™ and SkinSafe™ technologies, the Snap-in™ head replacement module, in addition to a special trimming mat and stainless steel 5-piece nail set,” he concluded.

To experience the exclusive Manscaped Gentleman’s Package, visit one of 267 Dillard’s stores, or shop online at Dillard.com.

About Dillard’s, Inc.

Dillard’s, Inc. ranks among the nation’s largest fashion retailers, with annual sales exceeding $6.2 billion. The Company focuses on delivering style, service, and value to its shoppers by offering compelling apparel, cosmetics, and home selections complemented by exceptional customer care. Dillard’s stores offer a broad selection of merchandise and feature products from both national and exclusive brand sources. The Company operates 267 Dillard’s locations and 25 clearance centers spanning 29 states, plus an internet store at www.dillards.com.

About Manscaped, Inc.

The Manscaped product line was created specifically for a man's distinctive grooming needs — below the waist! Featuring specially formulated products to cleanse, moisturize, and deodorize, Manscaped also offers tools engineered to give every gentleman a close, refined appearance. Manscaped empowers men by providing the right tools for the right job. Their complete manscaping system includes The Lawn Mower 2.0™, a rechargeable, waterproof trimmer with SkinSafe™ technology for a nick-free trim. All Manscaped formulations feature Active pH Control™ and essential ingredients to help the refined gentleman stay, clean, dry, and healthy. To learn more about Manscaped's revolutionary products, visit Manscaped.com.
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