

# FRESH FACES, NEW PLACES

## THE LAUNCH OF TOWER 28

We're proud to share how our team has played a key role in the successful UK launch of Tower 28, not just as partners, but as the official staffing and retail support team behind the brand's rollout.

From day one, we've brought together the best in beauty staffing, knowledgeable, passionate, and brand-trained experts who are fully aligned with Tower 28's inclusive, skin-first ethos. Whether it's creating standout in-store experiences or providing ongoing brand education, our team was there to ensure Tower 28 is represented at the highest standard.

This launch has been a perfect example of what we do best, combining leading staffing with a deep understanding of retail dynamics to bring a brand to life.



## HELLO LIVERPOOL

Team Spirits had the pleasure of supporting the Sephora Liverpool grand opening, which was a major success and a fantastic moment for beauty retail in the UK. Our team was on the ground from the start, creating energy and excitement throughout the day.

To make the launch even more memorable, we provided mascot cover, adding a playful, brand-aligned touch that drew crowds, sparked social media moments, and made the event one to remember. It was a perfect example of how our flexible staffing solutions can elevate in-store experiences and bring a brand's personality to life.

# indē wild



## 3 Days of Beauty, Wellness & Culture with Indē Wild

Team Spirits was proud to partner with Indē Wild for a vibrant 3-day activation that brought the brand's modern Ayurvedic offerings to life. From offering nourishing Champi head massages, to personalised Charm Bar.

Our team brought the brand to life by going through in depth training on all products and delivering these powerful ingredients and ritual stories to the customer.

Fantastic to hear the sales feedback and commercial results

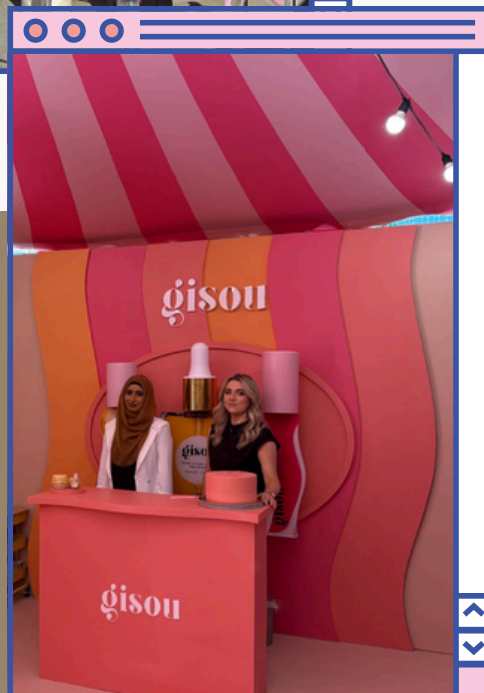
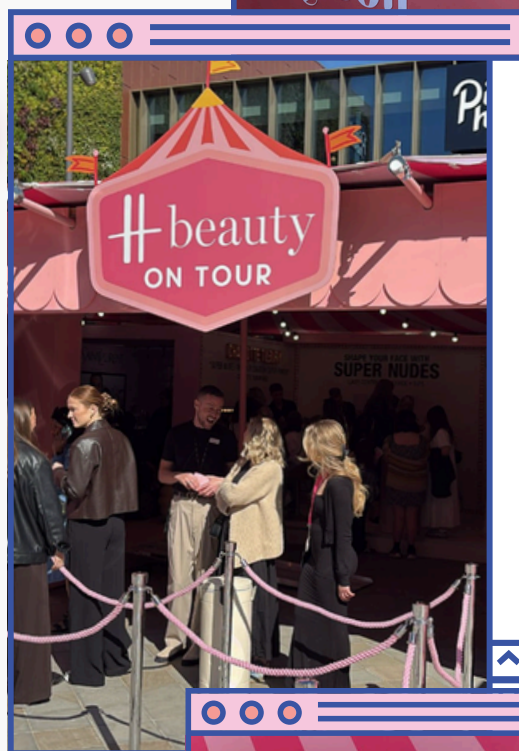
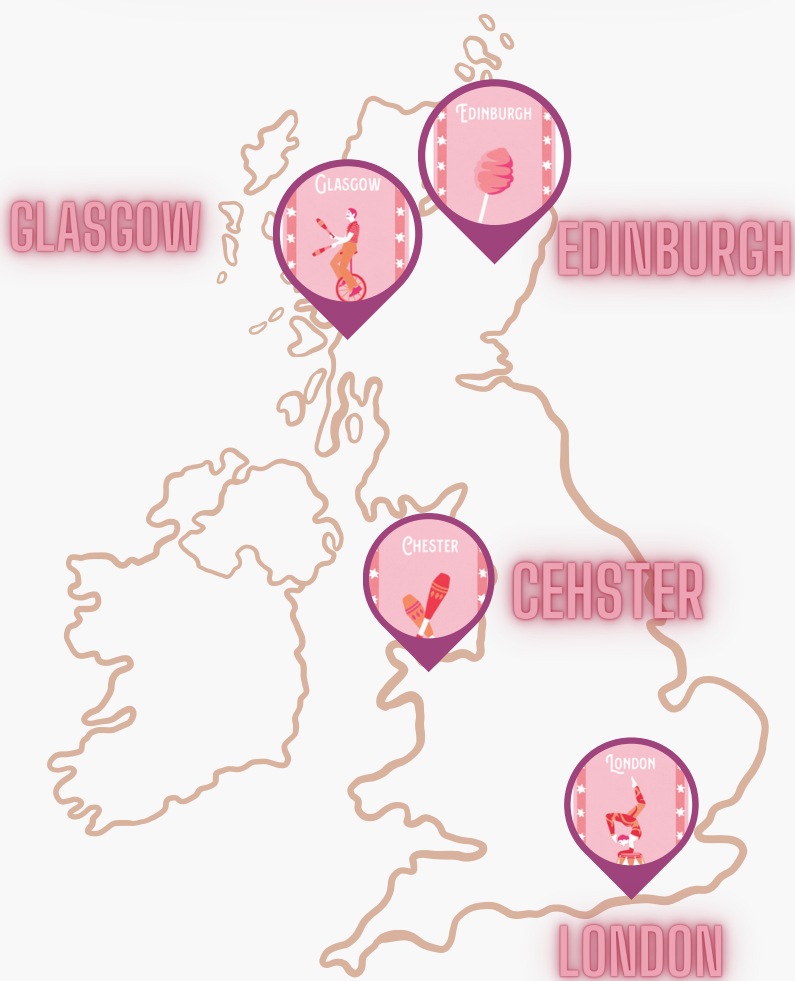
Ariana our Indē Wild incentive winner!

She incorporated our tailored Science of Selling Service (SoSS) training which is shown in taught in every staff induction, we've empowered our ambassadors with the tools and confidence to not only educate customers, but to convert that interaction into meaningful sales.

Well Done Ariana!



# H-BEAUTY TAKEOVER



Circus came to town with the H-Beauty on tour and what a buzz it was!  
So lovely to see loyal fans and new customers coming to experience the magic that H Beauty delivers every time.

Customers got the chance to engage by playing ring toss which was supported by our team  
Jsut want to thank the Gisou team for always trusting us to deliver and we are looking forward to future projects.



CAIT ASHWORTH

Shoutout to Our Star of the Month: Cait 🌟

A huge shoutout to Cait, our newest team member, who's already making a big impact! From day one, Cait has impressed us by applying her training with confidence and professionalism. Her ability to turn meaningful customer conversations into real sales speaks volumes about her skills and natural approach to service. We're so excited to have her on board, and can't wait to see what she does next!

