

BRAND VISION

CRABTREE & EVELYN

WHERE WE HAVE COME FROM

Born from exploration

Founded by entrepreneur, nature enthusiast and wanderluster Cyrus Harvey in 1972

Cy explored the world, connecting communities and cultures through storytelling and products

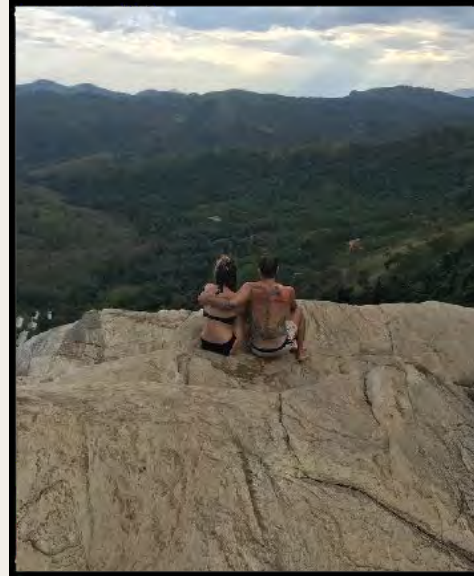
His window to the wider world inspired generations



WHERE WE ARE GOING

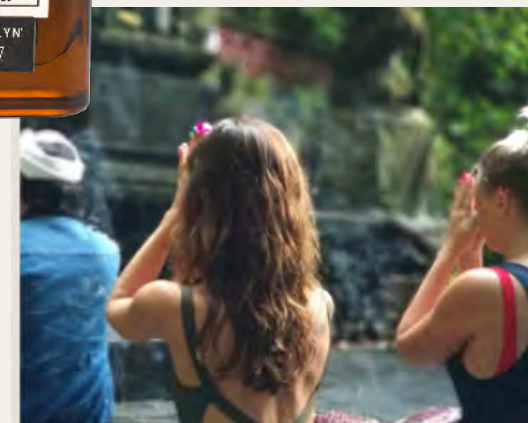
Fast forward to 2020 and Cy's vision has been reinvented for a new generation - a globally unifying lifestyle brand.

We're continuing Cy's legacy of exploration with dedicated 'destination' capsule collections.



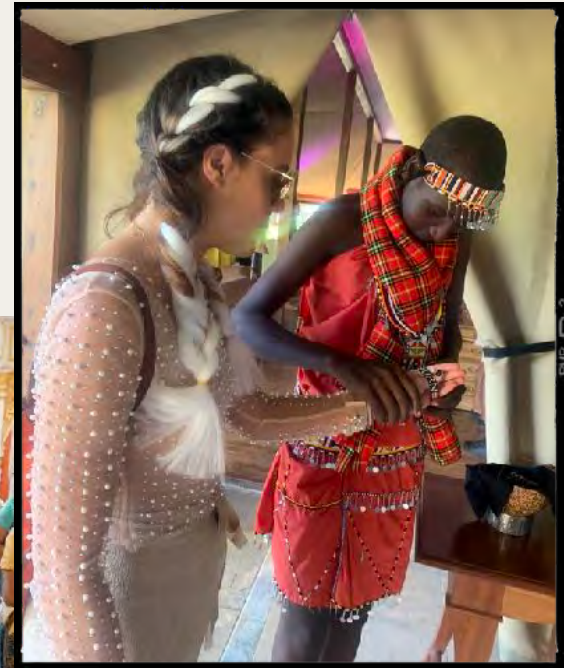
WHAT WE DO

We do what Cy did. We connect people and cultures around the world in a more intimate way, through stories and products. Providing a platform for further interest in learning about the world and new ways to take care of yourself.



WHY WE DO IT

To honour and give back to the places and people who inspire us.



WAS + FLYTE

We're proud to support two Exploration For Growth give-back partners:

Flyte - a US-based charity that empowers underprivileged students through travel, helping to fuel personal growth.

The WAS Foundation - a Balinese charity empowering local communities through environmental, educational and social projects.



BRAND VALUES

Four values underpin everything we do.

Adventure

We seek everyday adventure in everything we do.

Passion

We're energetic and passionate about what we do.

Connection

We will connect you to people and places you've never been.

Authenticity

We are authentic, engaging and natural storytellers.

OUR COLLECTIONS



CRABTREE

Everyday face and body essentials
made for sharing.





Streamline your bathroom shelf with Crabtree, our range of skincare essentials made for sharing. Fuelled by powerful apple extracts and exfoliating AHAs, our no-fuss formulas leave skin feeling fresh, purified and deeply hydrated.



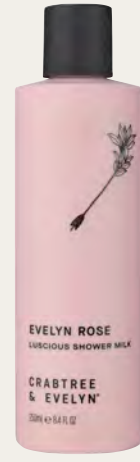
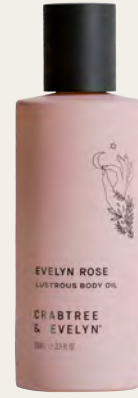
EVELYN ROSE

Hydrate and glow with our modern
take on rose.





Your go-to for glow, Evelyn Rose brings together hydrating formulas and our 'rose with attitude' fragrance, inspired by blossoming English rose gardens. Upgrade your everyday routine with our bestselling skincare in transforming textures, from the velvety froth of our Evelyn Rose Soft Touch Face Foam cleanser to the cream-to-oil nourishment of our Evelyn Rose Velvet Body Melt.



THE GARDENERS

Small batch remedies to nourish skin and senses.





Unwind and recharge with The Gardeners. Small batch remedies to nourish mind, body and soul, this collection is inspired by the power of natural ingredients. Create the ultimate self-care routine with our collection of supercharged skincare, soothing teas and uplifting candles to replenish and revive from head-to-toe.

SEEDS



SUPERFOOD



SYRUP



SLEEP



EXPLORATION

Global collections inspired by our favourite places and the people we meet along the way, the first of which is Bali.





Introducing our first ever Exploration Collection, an eclectic range of products inspired by Bali. Featuring handmade accessories co-created by Balinese artisans and face and body formulas made with island-inspired ingredients.

From hand-woven ata bags to soothing self-massage oil, scroll to explore the Bali Collection. Every product has a story.



OUR STORIES

WHAT IS A C&E STORY

It's a window to the wider world that connects, inspires and engages.



Our brand pillars

WE ARE

RADICALLY AUTHENTIC

We are honest. We are imperfectly human. We are a work in progress. We are unfiltered. We see beauty in integrity. We champion realness. We celebrate the truth in all that we do.

WE ARE

CURIOUS EXPLORERS

We are insatiably curious, open to new experiences in the places we live, and the places we go. We find inspiration in the everyday, and in unexpected places. We create windows to the wider world, and tell inspiring stories from the trail.

WE SEEK

REAL CONNECTIONS

We build meaningful relationships and treat others with respect. We listen, learn, and find mutual understanding through open conversation. We give back to the world as it gives to us. We are born curious, grown wild.

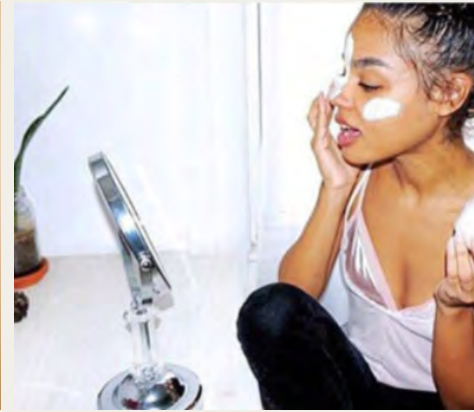
CONNECT PEOPLE WITH A
PERSON, PRODUCT, OR PLACE

Our community should feel like they could be behind the camera, or the person using the product IRL



OUR COMMUNITY

We're imperfectly human.
We are diverse in shape & size, gender, race, and orientation.
We never use models. Tell your story; show the people behind the brand.

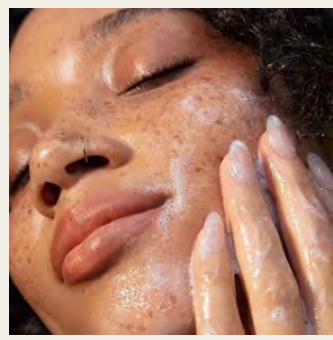
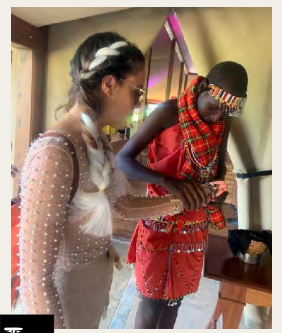


OUR AESTHETIC

ASPIRATIONAL
BUT RELATABLE



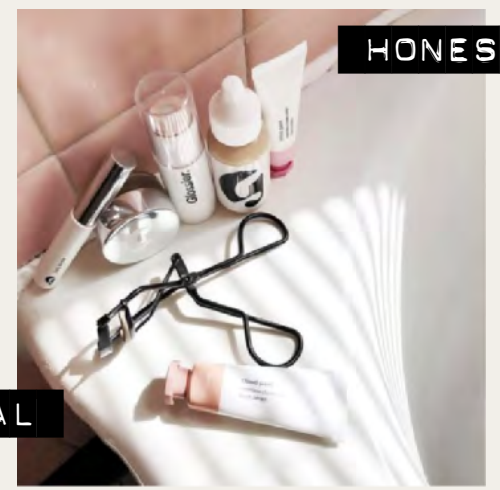
CHAMPION REALNESS



UNFILTERED



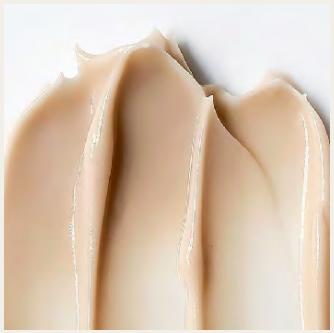
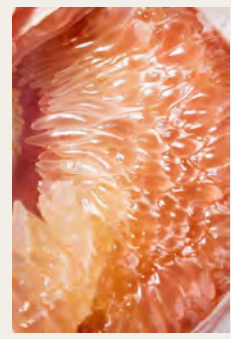
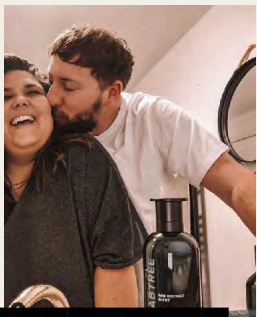
REAL



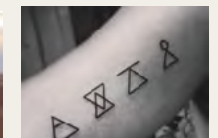
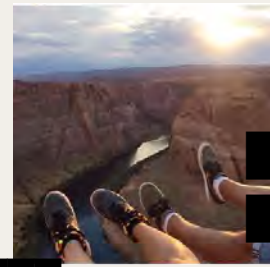
HONEST



SPONTANEOUS



INCLUSIVE



SEEN THROUGH
THE C&E LENS

TONE OF VOICE

TONE OF VOICE

We are natural storytellers. We're a brand powered by real people, so we let our personality shine through with slang, emojis, gifs, and acronyms. We sound like a well-travelled friend, asking questions and sharing our own experiences to open a dialogue with our community.

TONE OF VOICE

WE ARE

Just like you
Relatable
Empowering
Welcoming
Inclusive and open
Curious
Chatty
honest
Willing to laugh at ourselves
Unfiltered

WE ARE NOT

Superior
Oversharers
Preachy
Forced
Closed off to those outside our community
Nosy
Too familiar
Bullshitters (exaggerators)
Self-important, or on a pedestal
Offensive

HOW THIS

STARTS TO LOOK

Free standard delivery on orders over £50



DAILY GRIND

Create a custom buff with skin-smoothing coffee grounds in our Ground Exfoliation Powder.

SHOP THE GARDENERS



BEAUTY INSPIRED BY EXPLORATION

Made with the best of nature. Fueled by adventure. We make products to connect you with the world. #borncuriousgrownwild

NEW IN



HOMEPAGE



DAILY GRIND

Create a custom buff with skin-smoothing coffee grounds in our Ground Exfoliation Powder.

SHOP THE GARDENERS

BEAUTY INSPIRED BY EXPLORATION

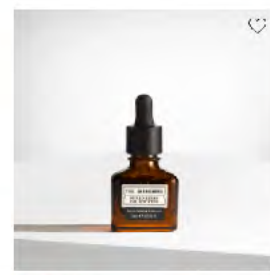
Made with the best of nature. Fueled by adventure. We make products to connect you with the world. #borncuriousgrownwild

NEW IN



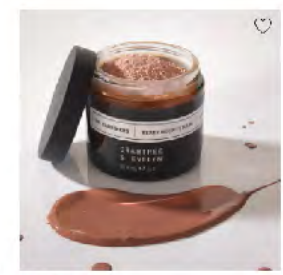
★★★★☆
GARDENERS GROUND EXFOLIATION POWDER 100G
£26.50

ADD TO BAG



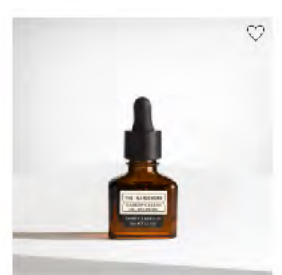
★★★★★
MIXED BERRY OIL BOOSTER 15ML
£32.00

ADD TO BAG



★★★★★
BERRY BOUNTY MASK 45G
£32.00

ADD TO BAG



★★★★★
GARDEN GREENS OIL BOOSTER 15ML
£32.00

ADD TO BAG

HOMEPAGE

SUPERFOOD SKINCARE

Solution-focused formulas your skin will love.

[SHOP SKINCARE](#)



BEAUTY INSPIRED BY EXPLORATION

Made with the best of nature. Fuelled by adventure. We make products to connect you with the world. #becruciousgrowwild

NEW IN



★★★★☆ GARDENERS GROUND EFFICLAXATION POWDER - 100G
£20.50

[ADD TO BAG](#)



★★★★★ MICRED BERRY OIL BOOSTER - 15ML
£32.06

[ADD TO BAG](#)



★★★★★ BERRY BOUNTY MASK - 45G
£22.40

[ADD TO BAG](#)



GARDEN GREENS OIL BOOSTER - 15ML
£12.00

[ADD TO BAG](#)

SHOP COLLECTIONS



THE GARDENERS

[SHOP NOW](#)



EVELYN ROSE

[SHOP NOW](#)



CRABTREE

[SHOP NOW](#)



CULT COLLECTION

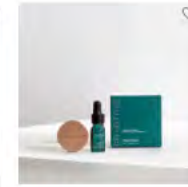
[SHOP NOW](#)

VIEW ALL



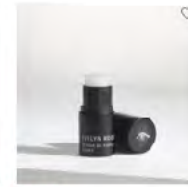
HARVEST HAND CREAM - 25ML
£9.00

[ADD TO BAG](#)



★★★★★ RAW INSTINCT PORTABLE DIFFUSER SET
£46.06

[ADD TO BAG](#)



★★★★☆ FIANCEE DE FORCE SOLID PERFUME - 43
£22.10

[ADD TO BAG](#)



★★★★★ SOFT TOUCH FACE CREAM - 50ML
£19.50

[ADD TO BAG](#)

FOLLOW US AT @CRABTREEANDEVELYN



CRABTREE & EVELYN

HELP & INFORMATION

ABOUT US
FAQS
DELIVERY & RETURNS
TERMS & CONDITIONS

SUBSCRIBE

Sign up to our newsletters and get a 10% off code on your first order.

EMAILS

CRABTREE & EVELYN

SHOP COLLECTIONS ABOUT

Don't miss your last chance to get shipping in time for Mother's Day - 10th May

ROSE, UPDATED.



WRAP YOURSELF IN EVELYN ROSE.

TOP NOTES
REGINOUS ELEMI

HEART NOTES
FLESH ROSE

BASE NOTES
SMOKY GUAVA WOODS

UPLIFTING, SENSUOUS, UNEXPECTED.

SHOP EVELYN ROSE

MORE GIFT IDEAS FOR MOM

REFRESH FLORAL FACE MIST
ADD TO BAG

SATIN HAND CREAM
ADD TO BAG

FEMME DE FORCE CANDLE
ADD TO BAG

DISCOVERY IN YOUR DNA?
Is your mom your travel buddy or the inspiration behind a trip?

Share your stories with us
@crabtreeandevelyn
#borncuriousgrowwild

JOIN IN



CRABTREE & EVELYN

SHOP COLLECTIONS ABOUT

WAKE UP YOUR SKIN

Forget your morning eye-rub. Ground Felicitas Powder is packed with energizing ingredients to brighten skin and revitalize.

SHOP NOW



WHAT IS IT?

A gentle exfoliating scrub that smells like your favorite coffee shop.



WHAT'S IN IT?

Sound of espresso seed powder and raspberry oils work to activate large skin pores.



HOW TO USE IT

Blend Ground Felicitas Powder into your go-to body wash. Buff all over skin to smooth and brighten.

SHOP NOW

GOOD MORNING GLOW

Add Ground Exfoliation Powder to be radiant skin boost.

LaSème Shower Gel
SHOP NOW


Evelyn Rose Lipstick Shiny Lips
SHOP NOW

Crabtree Soap 4 Bubble Shower Gel
SHOP NOW

CRABTREE & EVELYN

SHOP COLLECTIONS ABOUT

A TREAT FOR SKIN & SENSES




SHOP NOW

VELVET BODY MIST

Feels like: Indulgent, Softly creamy, Roship and Mellow

Mets: like a silky oil. For smooth, softly scented skin.

SHOP THE MAKE-UP




REVITALIZE & REFRESH PULP FACE MASK

Feels like: Fruity Juicy

Active: Pili & Apricot Seed Powder

Exfoliates: soft fruitstones to deliver a radiance-boosting skin ritual.

SHOP CRABTREE




ESSENCE OF THE FANSING OIL

Feels like: A lightweight oil, Citrus & Orange

Transforms: into a milky, luscious skin texture by close and combined.

SHOP THE CRABTREE




LET YOUR SENSES TAKE YOU ON A JOURNEY

Head to our Instagram for a sneak peek of our experience in Sri Lanka.

@crabtreeandevelyn
#borncuriousgrowwild

POWOW US



CRABTREE & EVELYN


SHOP COLLECTIONS ABOUT

HANDPICKED BY YOU...

LA SOURCE

There are a million ways to know: largest stores, best reviews. Discover the products that have earned our status with our 'like'.

SHOP OUR COLLECTION



CITRUS & GORAMINDER

Use this face cream, the beautiful glow you'll see in our "Instagram" - "I like"


SHOP NOW



GOAT MILK

Calm, hydrating, and gentle. A favorite for sensitive skin.

SHOP GOAT MILK



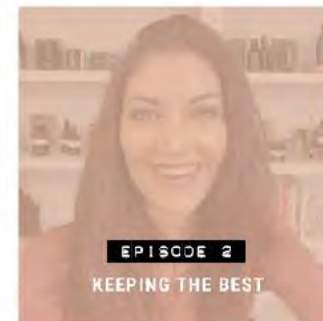
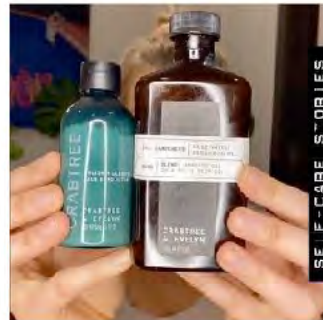
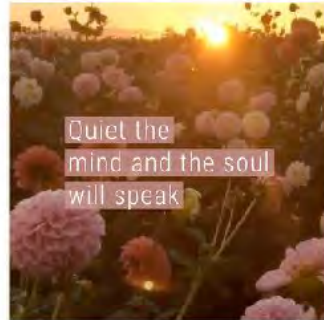
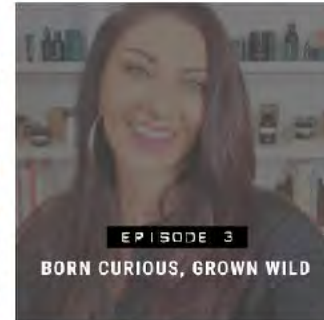
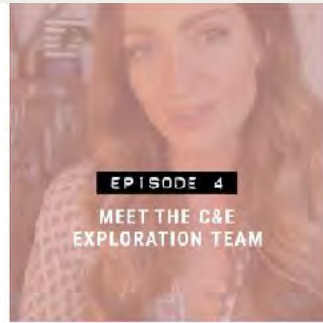
VERBENA & LAVENDER

Have the range in my daily skincare - I love it.

SHOP YOUR FAVORITES



INSTA
GRID



INSTA STORIES

DISCOVER THE STORY
OF THE SEEDS



In our new 'The Gardeners' Ground Exfoliation Powder

INGREDIENT HERO

COFFEE GROUNDS



YOU'LL LOVE
IT BECAUSE...



The espresso scent pep's up mind and body
Packed with puffiness-reducing caffeine and antioxidants
Gently buffs away dead skin for a silky soft feel

INGREDIENT HERO

RASPBERRY SEEDS



YOU'LL LOVE
IT BECAUSE...



The tiny pips deliver a deep yet gentle scrub
Packed with nourishing Omega fatty acids to boost skin elasticity

INGREDIENT HERO

MILK THISTLE SEEDS



YOU'LL LOVE
IT BECAUSE...



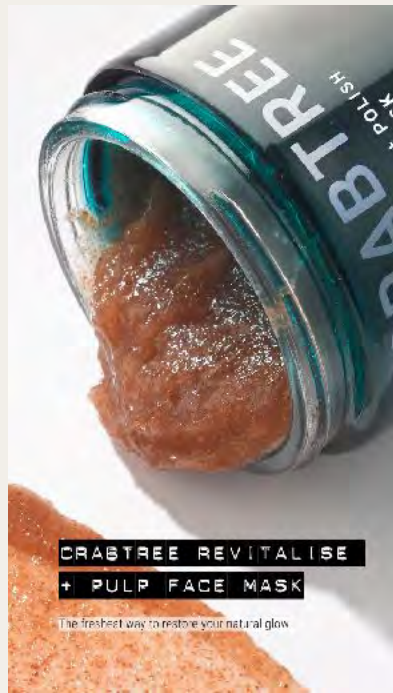
It's a soothing treat for dry, stressed out skin.
Think of it as nature's comfort blanket!

WORKS WELL WITH...

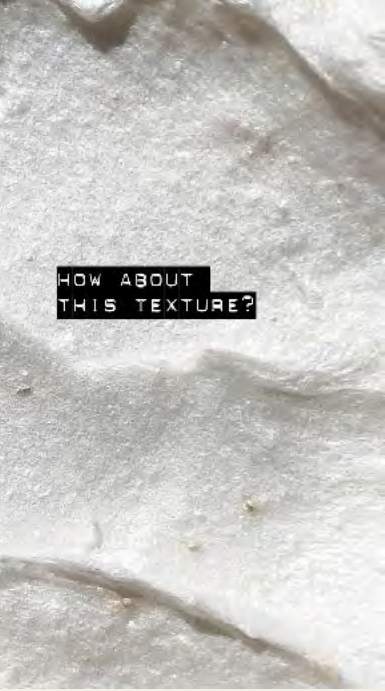
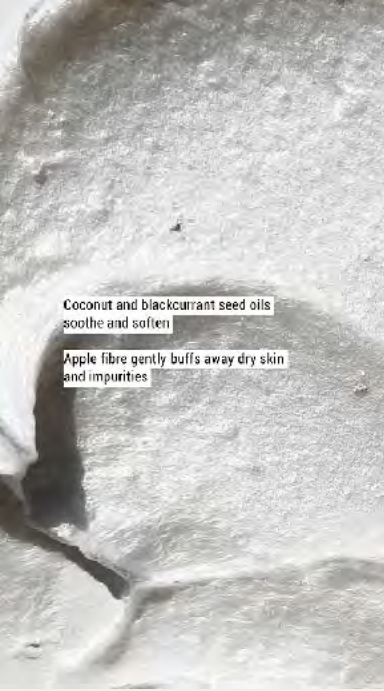
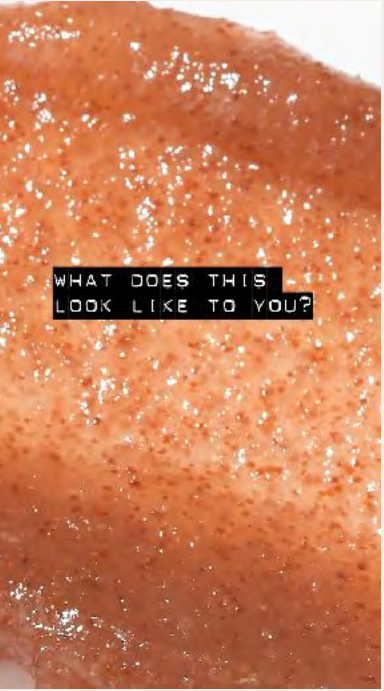
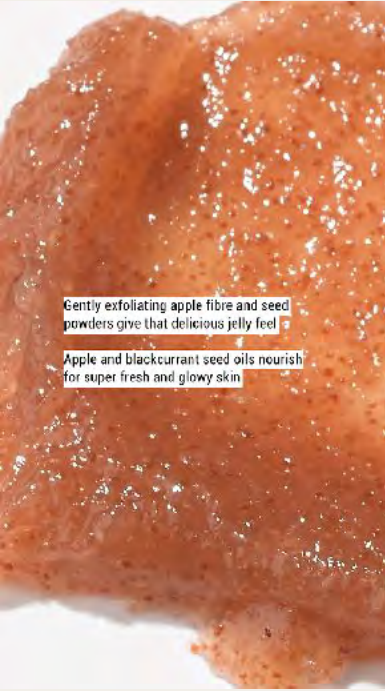
Try it mixed with our Evelyn Rose Luscious Shower Milk for the ultimate skin softening treat.



INSTA
STORIES



INSTA
STORIES



BEST PRACTICE CONTENT GUIDELINES

Before we put any piece of content out into the world, we should ask ourselves:

- Does this serve the interests of our tribe (rather than being self-serving)?
- Does this try to connect with our tribe on an empathetic and/or emotional level?
- Is this true to our role as curious explorers?
- Are we using the best selection of words and tone to get across our inquisitive, wanderluster nature?
- Does this present an opportunity to ask our tribe a question?
- Are we providing a unique, insight or point of view?
- Are we being representative, uplifting, and empowering?
- Are we opening, rather than closing, the conversation?

You should be able to answer “yes” to most - if not all - of the above questions, regardless of what you’re creating. If not, we should at least be able to answer ‘why’ we’re putting out content that doesn’t ladder up to our fundamental values.

IMAGE SIZE

GUIDELINES

HOMEPAGE CAROUSEL

Dimensions: 1600 x 705

Clear section on the left
or right of the image for copy



HOMEPAGE COLLECTION

Dimensions: 546 x 600



IMAGE SIZE

GUIDELINES



INSTAGRAM POST

Dimensions: 1080 x 1350

4:5 RATIO



INSTAGRAM STORY

Dimensions: 1080 x 1920

9:16 RATIO

IMAGE SIZE

GUIDELINES

EMAIL HERO

Dimensions: 1200 x 840

Don't miss your last chance to get shipping in time for Mother's Day — 10th May

ROSE, UPDATED.



WRAP YOURSELF IN EVELYN ROSE.

TOP NOTES

RESINOUS ELEMI



HEART NOTES

FRESH ROSE



BASE NOTES

SMOKY QUAIAC
WOODS

