

curated

S O U R C I N G

Curated Sourcing | Company Book 2025

Thoughtfully sourced. Beautifully made.
A practical guide to our process, products and partnerships.

Agenda

Let's take you through the Curated way.

No.1 Who We Are
Purpose-led and product-driven

No.2 What Sets Us Apart
Products with purpose. Creativity with precision

No.3 The Catalogue
Our most in-demand product ranges

No.4 How We Work
From first idea to final delivery

No.5 Starting Your Project
Let's build something purposeful together



No.1 Who We Are

Creators of trend-led merch and packaging for beauty and lifestyle brands



Curated Sourcing is a full-service agency specialising in custom merchandise and packaging for beauty, fashion and lifestyle brands. We deliver end-to-end solutions, from concept to production, helping brands bring retail-ready products to market with clarity, speed and scale.

Our Partners

Forward-thinking brands we've proudly worked with.

VIRTUE

TORY  BURCH

FACE
GYM.

Charlotte Tilbury

LIBERTY.

LAURA MERCIER
PARIS | NEW YORK

VIEVE

Living proof.®

ELEMIS
LONDON

KYLIE COSMETICS™
BY KYLIE JENNER

Jo
LOVES

NET-A-PORTER

HUM 

Harrods

cinq 7 sept

cult
BEAUTY

FWRD

SUNDAY
RILEY

ANTHROPOLOGIE

gisou

SPACE NK

Kate
Somerville

FEELUNIQUE


clé de peau
BEAUTÉ

REVOLVE

REFY

CAROLINE
HIRONS.

CLARINS

SELFRIDGES & CO

FREE PEOPLE

THG

VICTORIA BECKHAM

Join the brands shaping what's next.

No.2 What sets us apart

The foundations behind our end-to-end sourcing approach and the products we deliver.

Expert Know-How

Over a decade of sourcing experience across global beauty and lifestyle markets

True Partnership

Working as an extension of your team, not just a supplier.

End-to-End Delivery

From concept to delivery, we manage every step with clarity and control.

In-House Design Capability

Commercial thinking and design expertise that shape clear, production-ready products upfront.



In-House Design & Development

Turning ideas into production-ready decisions

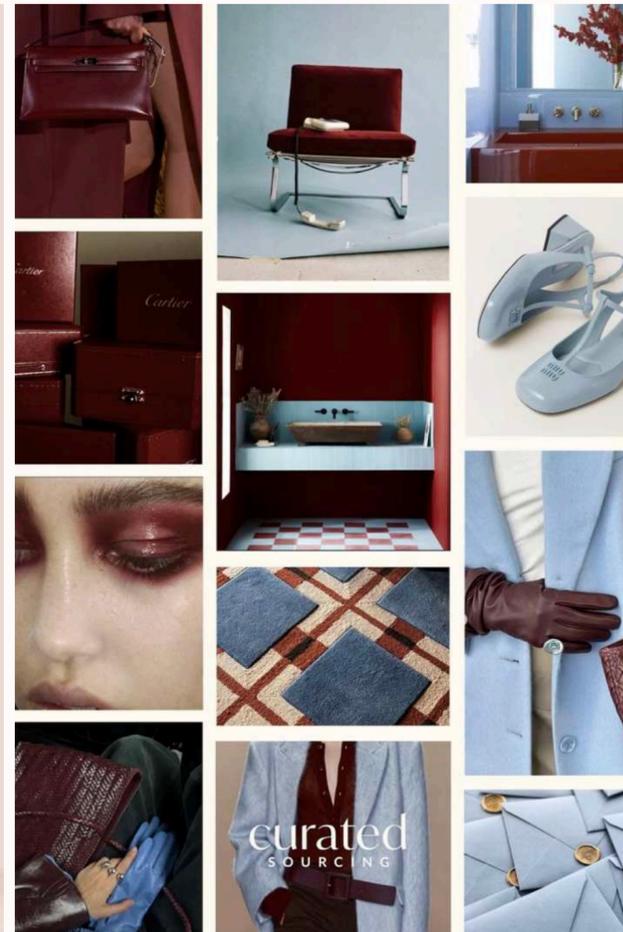
Our in-house design team shapes early ideas into clear, commercially sound products before production begins.



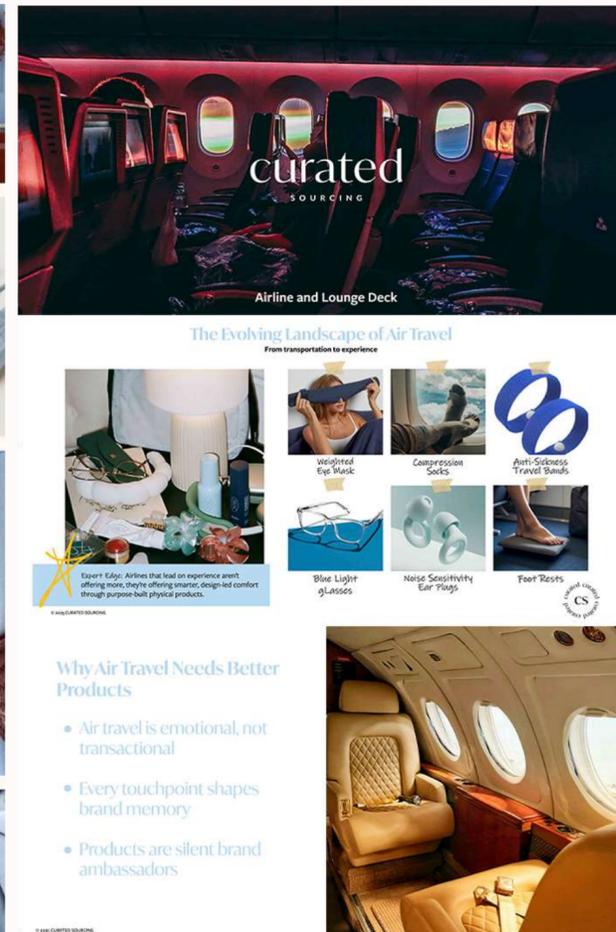
Brand-aligned concepts



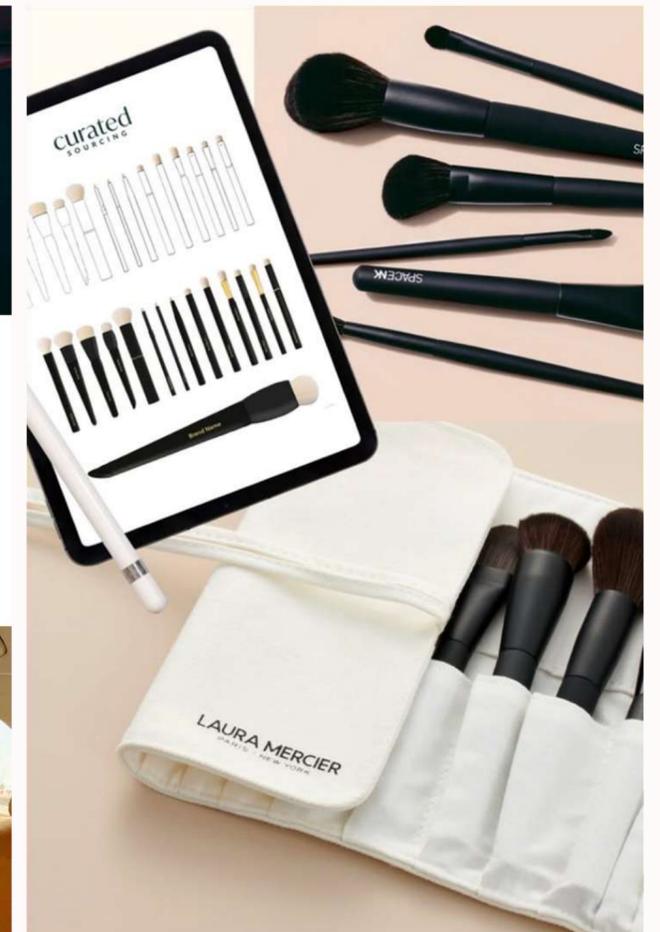
Production-ready renders



Trend inspiration decks



Brief-led proposal decks



Parallel design & production

No.3 The Catalogue

Everything we create is purposeful,
practical and made to feel like your brand.

We source and develop across a wide product spectrum, from
beauty and lifestyle to packaging and seasonal gifting.
Our curation spans both elevated essentials and statement pieces,
all designed to align with your brand's story and purpose.



1. Bags & Accessories

Everything in its place, beautifully.

Cosmetic pouches

Travel cases

Brush bags

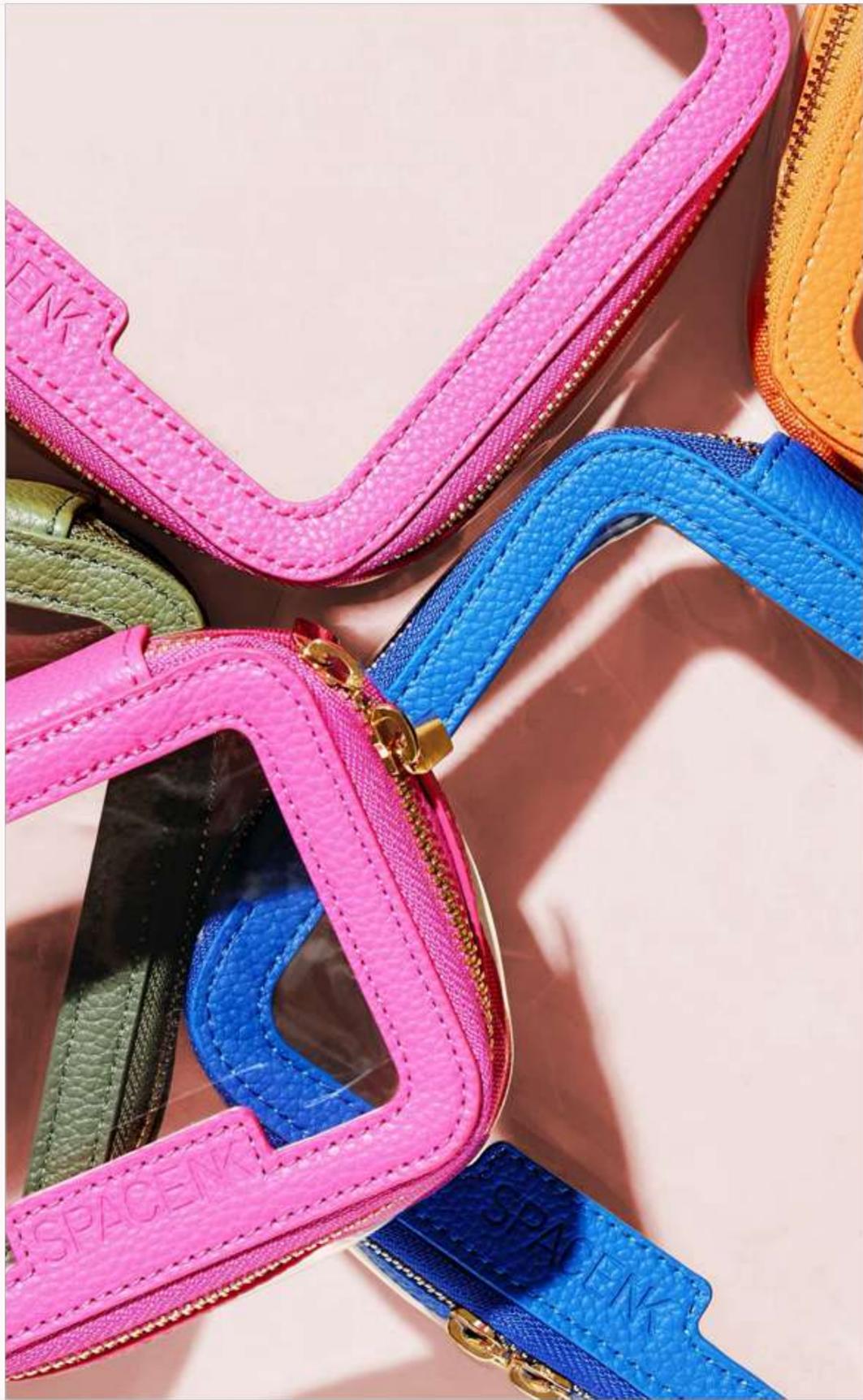
Toiletry kits



*Designed to balance brand expression,
function and production efficiency.*









2. Fashion & Wearables

Soft touch moments and must-have statements.

Sleepwear & robes

Yoga & activewear

Sunglasses & hats

Totes & handbags

Sleep masks

*Developed with fit, materials
and scalability in mind.*





3. Utility & Beauty Tools

For on-the-go, hospitality and everyday use

Packing cubes & organisers

Travel mirrors & accessories

Beauty tools & skincare accessories



*Built for portability, repeat use
and brand visibility.*











4. Packaging Solutions

The first impression, designed with care.

Advent calendars

Gift boxes

Tissue, stickers, vessels

Reusable and sustainable formats

Packaging considered as part of the product experience from the start.



5. Home & Lifestyle

Where wellbeing meets design.

Lifestyle & fitness accessories

Tech tools (LED mirrors, selfie lights etc.)

Home accents (candles, vessels, cushions)



*Designed to feel considered,
timeless and commercially relevant.*





Sustainable by Default

Responsibility is not an add-on.
It's built into how we source, design and deliver.

Reusable skincare pads and cleansing cloths

Recycled packaging and refillable containers

Natural tools like crystal rollers and Gua Sha stones

Reusable bottles, cups and accessories

Compostable or low-waste gift wrap components



No. 4 How We Work

Our process is curated,
end to end,
and built to deliver.



01. Align

Brand, goals and constraints defined upfront.



02. Define

Design and development shape the product before production begins.



03. Develop

Sampling and refinement with design and sourcing working in parallel.



04. Produce

Efficient production with trusted partners.



05. Deliver

Quality control and end-to-end delivery management.

What Our Clients Say

Real feedback from the brands behind our best work. Trusted by beauty, fashion and lifestyle brands worldwide.

“Communication is fast, clear and professional. The entire process felt seamless and delivered exactly what we needed.”
GOLDFADEN MD

“Reliable, thoughtful and always delivering above expectation.”
THE BEAUTY STORE

“They understand our brand quickly and translate it into high-quality, beautifully executed product.”
NATIONAL BEAUTY

“A smooth end-to-end workflow that saved us time, guesswork and unnecessary back-and-forth.”
SKIN PHYSICS

“They move fast, think clearly and execute with real precision.”
LUMI BEAUTY

“They understood our brief immediately and guided us with clarity at every step. The result was on-brand, well-made and delivered exactly when we needed it.”
MAISON AURA



No.5 Ready When You Are

Let's bring your idea into form. To begin, we simply ask for a few essentials:



STEP 1 . Share your idea

[Use our 2-minute brief creator](#)

[Or book a meeting](#)

[Or email us enquiries@curatedsourcing.com](mailto:enquiries@curatedsourcing.com)

All options are clickable and will take you to the relevant page.



STEP 2 . We Review brief with care

Our team go through your brief thoughtfully.
We suggest the clearest direction in format, materials and timelines



STEP 3 . We Align on the route forward

We ensure the proposed route is feasible and fits your goals.
We confirm next steps together so the project moves smoothly into production.



No.7 Meet the team

Creative minds with shared values and complementary strengths.



Kunal Kapoor
Co-Founder & Managing Director



Sonia Kapoor
Co-Founder and Client Director



Shalini Mirpuri
Finance Director



Bethany Carlyle
Head of Operations



Katie Rhone
Accounts & Projects Team Manager



Kate Pols
Senior Sales Manager



Anne Maltby
HR Director



Andrea Schmidt-Lanz
Logistics & Production Manager



Rachel Aris
Executive Assistant to Founders



Sarah Dockter
Senior Accounts Manager



Jocelin Cheng
Senior Project Manager



Leonie Mallion
Project Manager



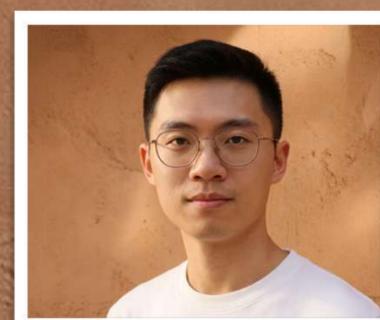
Hollie Clinkard
Project Manager



Prudence Chow
Assistant Project Manager



Stephanie Inch
Assistant Brand Manager



Kevin Huang
Manufacturing & Logistics Assistant



Kristine Zviedre
Production & Logistics Assistant



Joy Wang
Product & Packaging Designer



Zoky Qu
Creative Design Lead



Mahima Sethi
Product & Packaging Designer

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Get in Touch



curatedsourcing.com



enquiries@curatedsourcing.com



+44 203 589 6926

The Curated Outcome

Thoughtfully sourced. Precisely made. Delivered with care.