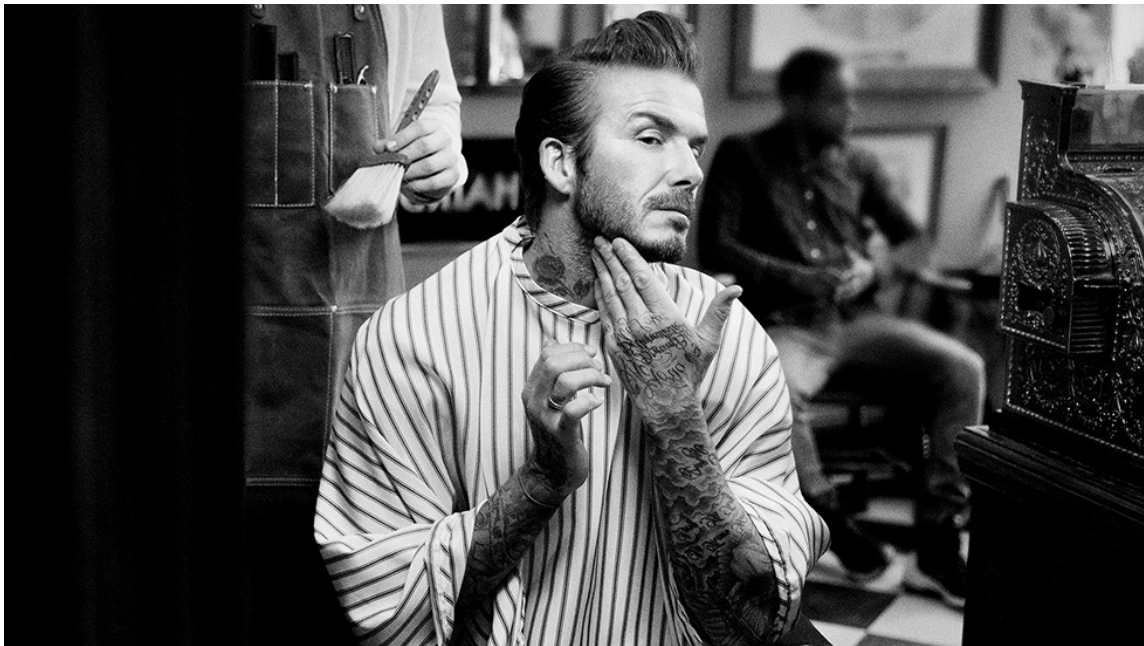




**David Beckham unveils the launch of his first global grooming brand, HOUSE 99, a complete collection of 21 innovative products to conquer every style ambition.**



### **A global brand to change the rules of the grooming game**

This highly anticipated launch was created by David Beckham in partnership with L'Oréal Luxe to provide all the tools men need to experiment with their look in order to express their own evolving style and unique identity. HOUSE 99 takes a holistic approach to grooming, merging British barbershop culture and style with hair, skin, beard and tattoo creativity to build a home for every man's next look. This new grooming brand will launch in the UK, exclusively at Harvey Nichols, on February 1st 2018, and will roll out to other British retailers, and in 19 countries, from March 1st 2018.

### **HOUSE 99, by David Beckham. Home to your next look**

As one of the world's most famous style icons, David Beckham continues to challenge the notion of what it means to be "masculine". Notoriously experimenting and reinventing his own image, the London-born footballer, historically made caring about your style and changing your look

acceptable amongst men. He inspired a generation and redefined 'male culture' not just in the UK but across the world. Driven by this desire to revolutionize society's take on grooming as part of modern masculinity, HOUSE 99 was built with the ambition to offer exceptional innovative formulas to men who are not afraid to explore their own unique style and express their identity.

*"I'm so excited to finally share House 99 with everyone around the world! For me, grooming is not only about how you look, but how you feel. It's about being comfortable, trying new things and shaping your next look. I created House 99 to give people the inspiration as well as the right products to experiment and feel completely at home doing so. House 99 is here to support men, to give them the tools they need to create whatever look they are going for. Welcome to the house."*

**David Beckham, Founder HOUSE 99.**

Merging David Beckham's legacy of new looks with British barbershop culture and applying the technical expertise of L'Oréal Luxe labs, the HOUSE 99 product line has been carefully engineered over the last two years, to create an all-new grooming brand, home to every guy's next look.

### **HOUSE 99, the community**

More than just a brand, HOUSE 99, is named by merging two components: The word "HOUSE" reflects David's goal to build an inclusive community of grooming aficionados, to share style tips and recommendations in order to conquer every look and inspire new creations. The number "99" which he has tattooed on his hand marks a momentous year in both his personal life and career. He married Victoria, his eldest son, Brooklyn was born, and Manchester United won the treble.

With dedicated involvement from the beginning, David Beckham has played an active role in every element of developing his brand, from testing in the L'Oréal labs to picking product names, fragrances and logo designs. In addition to shaping every detail of each product in the range, David also personally appointed some of the best names in the grooming game to collaborate with HOUSE 99, including, master barber Fabio Marquez (from Figaro Barbershop in Lisbon, Portugal), providing professional guidance and dynamic content for the brand's own digital platform. HOUSE 99 members can register for exclusive content and membership privileges, and share their own looks with the brand via their Instagram account [@house99](#) to be featured on the site [www.house99davidbeckham.com](http://www.house99davidbeckham.com).

