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# CLEAN COMPOUND

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For immediate release

Clean Compound set to bring the best of clean skincare to Melbourne's Inner North.

Launching their first retail space at 110 High Street in Northcote this Spring, Clean Compound will showcase a curated selection of leading and emerging clean skincare and fragrance brands from Australia and beyond. The retail space will provide a considered home and community for a variety of well-known names, as well as up-and-coming brands new to the market.

Born from a desire to educate and inspire, the bricks and mortar offering will create a niche, local space for those looking to live life a little cleaner, and support those purposefully leaving a smaller footprint behind. With a strong focus on Australian and New Zealand products, Clean Compound will largely represent local brands – many who create and produce just minutes away, while international brands will be showcased based on their dedication to clean living.

Importantly, the Clean Compound retail offering will reflect shared brand values of sustainability and the importance of tangible experience. "From production to ingredients and packaging, these brands are so well thought through and have had so much time and energy put into every aspect of their concept," says owner and operator, Georgina Fitt. "I've found it so hard to find a space that does justice to the stories and true purpose of these brands – but that's about to change."

As a former long-term brand manager for Calvin Klein, Georgina possesses the in-depth knowledge required to bring Clean Compound to life, while ensuring the execution of products within the space is done to the highest level for both brands and customers alike. "Clean Compound is a bricks-and-mortar first business, with a motivation to provide our customers with an experience you cannot get online." This starts with a gallery-inspired approach to the fit-out, ensuring products are best displayed to customers while conveying each product and brand message clearly.

Using locally-sourced materials and the skills of local crafts people – the character of the store will be purposefully created to best support and showcase each brand, while sustainable packaging and practices will be used throughout. Through a dedicated 'launch' zone, the space will be regularly transformed to showcase new products from emerging clean skincare and fragrance brands.

Brands that align with the Clean Compound ethos are invited to contact Georgina Fitt for collaboration opportunities.

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