

Price Fix: How Indie Beauty Brands Determine What To Charge For Their Products

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NO STUPID QUESTION
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In this edition of Beauty Independent's ongoing series posing questions to beauty entrepreneurs, we ask 16 brand founders and executives: What's your price range, and how did you land on it?



PAAYAL MAHAJAN

Founder, Essential Body

My products start at \$95 and go up to \$1,111 for my Couture Vanity (I only make five of these at a time). My pricing model had to work in line with my brand's positioning. It also had to account for my costs and my ability to turn a profit from my business.

My costs of production are high. I source my ingredients carefully and thoughtfully. I don't bulk order ingredients and let them languish on my shelves. When you aren't doing high volume production, your costs will be high. Essential Body is not intended to be a mass brand. It is couture skincare.

When compared with global products, my prices fall into the luxury category. But, among Indian brands in India, mine is the most expensive. Then again, if you're looking at creating something that is in line with sustainability and couture, every detail has to represent it. People are perceptive and know right away when you're cutting corners. That is not an option for me.