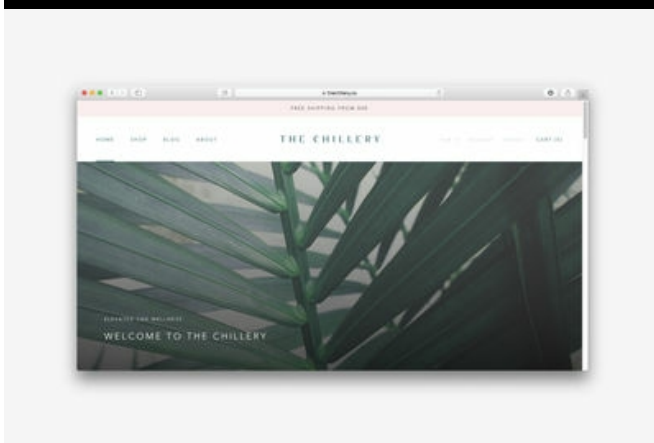


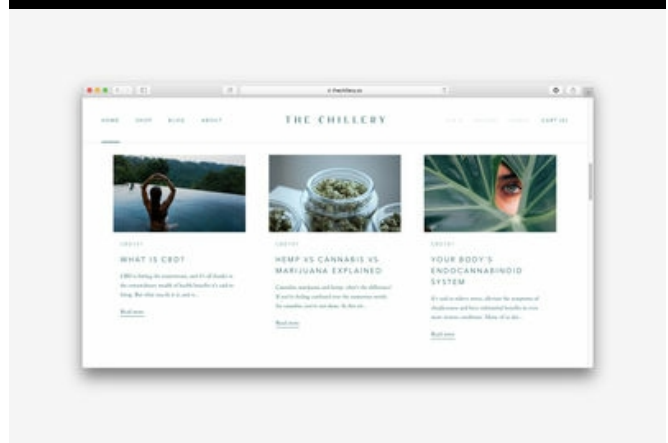
THE CHILLERY IS A PREMIUM PLATFORM FOR CBD

By Livvy Houghton and Alex Hawkins

09 : 05 : 2019 Wellness : Health : Luxury



The Chillery



The Chillery

London – The **e-commerce platform** is a wellness and retail destination that specialises in high-end CBD products from around the world.

Focusing on five key areas, The Chillery provides education and product recommendations for sleep, stress, pain, beauty and intimacy. The site was launched with brands such as **Kiki Health**, Yuyo Botanics, and You & Oil, and will continue to add premium brands in future, including **Saint Jane Beauty**.

'We decided to build The Chillery based on three pillars that are our key beliefs: to raise awareness [of] and educate on CBD, to provide a trusted place to find the world's most premium products, and to offer a helpful guide to the personal use of CBD,' explains co-founder Marisa Schwab. By positioning itself as an online destination for elevated wellness, the platform reflects the extent to which CBD is undergoing a luxury makeover. For more, read our **Luxury CBD Market**.