

Jecca Blac appoints Shannon Retail Innovation to distribute



Appointing Shannon Retail Innovation as its exclusive and sole distributor of its TR products, Jecca Blac offers makeup for all genders, sexualities, expressions, abilities, pronouns, shapes and sizes

Jecca Blac is appointing Shannon Retail Innovation as its exclusive and sole distributor to supply its travel retail products into duty free and travel retail locations.

Jecca Blac's mission is to be a brand that represents all beauty lovers - of all expressions, genders, sexualities, abilities, pronouns, shapes and sizes. In addition to providing beautiful makeup products, the brand strives to bring the LGBTQ community together.

After working in film & TV as a makeup artist, Jessica Blackler went on to create Jecca Blac to offer a safe environment for trans women to experiment with makeup. Launched in 2018, the makeup brand is partnering with Shannon Retail Innovation to make its travel retail debut in the near future.

Designed with all makeup wearers in mind, Jecca Blac products are vegan and cruelty-free.

Hosting a diverse focus group made up of the founder's clients, the brand receives feedback about its products, lines and collections. By doing so, Jecca Blac is able to confidently ensure that its products align with its overall mission.