DedaBox

Partner with DedaBox

A personalised surprise box, opening in the UK on Friday 27 November 2026.

Something good is coming

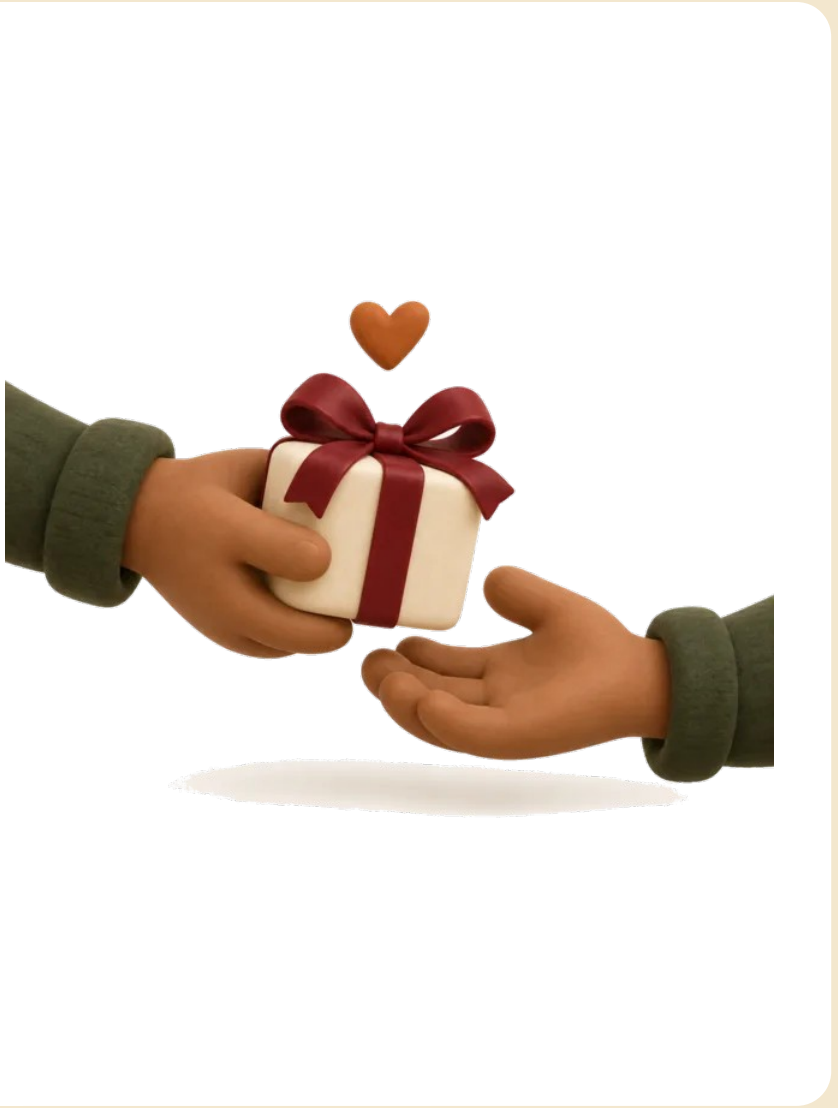


DedaBox is a trading name of TheGoldScarf Ltd, company no. 16154264.

Put your product in the hands of people who chose to *discover it*

DedaBox is a personalised surprise box, as a one-off or every month or two. Members tell us what they love in a short taste quiz, and we hand-pick the surprise.

For brands, that means your product reaches someone who asked for your category, with your story told in the box and honest feedback coming back to you.



What is DedaBox

The idea

A personalised surprise box of lifestyle finds, once or every month or two. “A little big thing to look forward to.”

Two sizes

DedaBox (5 items) and DedaBox Luxe (7 items), delivery included. For yourself or as a gift.

UK first

Doors open on Friday 27 November 2026.

Box Day

The first boxes go out on 15 December 2026. From January, a new Box Day around the 1st of each month.

Web and app

Join at dedabox.com. The app holds the countdown, the reveal, “why we picked it” notes and ratings.

Not just beauty

Six categories, from skincare to home. Every member’s mix is different.



Six categories, one personal mix



Skincare

Cleansers, serums and moisturisers



Beauty

Make-up, tools and little luxuries



Fragrance

Perfume, body mists and minis



Fashion accessories

Scarves, jewellery and small leather



Home & lifestyle

Candles, mugs and little comforts



Fitness & wellness

Movement, rest and recovery

Beauty is one part of a broader lifestyle box, not the whole story. Members choose the categories they care about and tell us what to avoid, and we only place a product where it fits.

Who receives your product



The Self-Treater

Wants a regular treat that feels kind to themselves.



The Thoughtful Gifter

Wants to keep showing up for someone without picking every item.



The Discovery Seeker

Enjoys trying new brands and categories before committing.



The Routine Refresher

Loves a category but wants something new without endless browsing.

A personalised surprise box across the things you actually care about, with enough surprise to make every box worth looking forward to.

Broad lifestyle boxes

Curated for a mass audience, often from a fixed seasonal menu.

DedaBox

Many interests, but every member gets a different mix, every month.

Personalised services

Deeply personal, but usually in a single category.

What your brand gets

1

Hand-picked placement

Your product goes to members whose taste quiz says it fits, not to everyone.

2

Your story, told well

A “why we picked it” note in the app, and a mention on the box card.

3

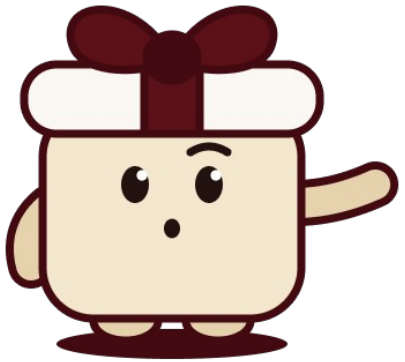
Honest feedback

Members rate items and leave comments. We share them with you as aggregated, anonymous feedback.

4

Features on our social

A spot in our Instagram and TikTok content, @deda.box.



Members rate every item in the app, so you hear what real people think of your product.

How a partnership works

01

Agree

DEDABOX

Shares member fit, quantities, timings and the feedback questions.

YOUR BRAND

Agrees the product, units and product information.

02

Curate

DEDABOX

Matches your product to members whose taste profile fits.

YOUR BRAND

Supplies in-date, compliant stock by the agreed date.

03

Deliver

DEDABOX

Packs and ships on Box Day, with your story on the box card and in the app.

YOUR BRAND

Can share a founder story, images or how-to tips.

04

Learn

DEDABOX

Shares aggregated, anonymous ratings and feedback.

YOUR BRAND

Talks with us about what to try next.

Ways to work together



Discovery or trial sizes

Send minis or discovery sizes for members to try.

Best for

Trial and feedback, especially skincare, beauty and fragrance.



Trade purchase

We buy your product at trade price for boxes where it fits.

Best for

Products we would love to feature.



Founding partner terms

Join before doors open on introductory terms we agree together, and help shape our first boxes.

Best for

Brands who want to start with us.

Later, once we have members and real numbers to share: sampling campaigns and special editions.

Our standards, and what we won’t promise

Product safety

- We follow UK cosmetics rules and ask for the product information they require.
- We only ship items that meet our acceptance rules: in date, sealed and clearly labelled.
- No medical claims, on the product or in how we present it.
- Allergies and dislikes from each member’s taste quiz are always respected.

What we won’t promise

- Guaranteed sales, content or influencer reach.
- Member numbers before we have them. We open on 27 November and will share real numbers as they come.
- That every partnership has to be free product.

Why now

Now

We're choosing the brands for our first boxes.

Friday 27 November 2026

Doors open in the UK at dedabox.com/uk.

Tuesday 15 December 2026

First Box Day: the first boxes go out.

Every month around the 1st

From January, a new Box Day, with fresh picks for every member.

Brands that join now help shape the very first DedaBoxes, before our launch picks are set.



Our ask

A short conversation

To see whether one of your products fits our first boxes, which quantities and formats work for you, and what feedback would be most useful.



What we'll bring to that conversation

- Which members and categories your product fits
- Quantities, formats and timings
- How your product appears on the box card and in the app
- The feedback questions, and how we'll share results
- Anything we need on logistics, storage or product safety

DedaBox

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We’d love a short chat about getting one of your products into our first boxes.

The DedaBox team
hello@dedabox.com
dedabox.com/uk
@deda.box on Instagram and TikTok

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