

BFCM 2026

Guide For Beauty Businesses

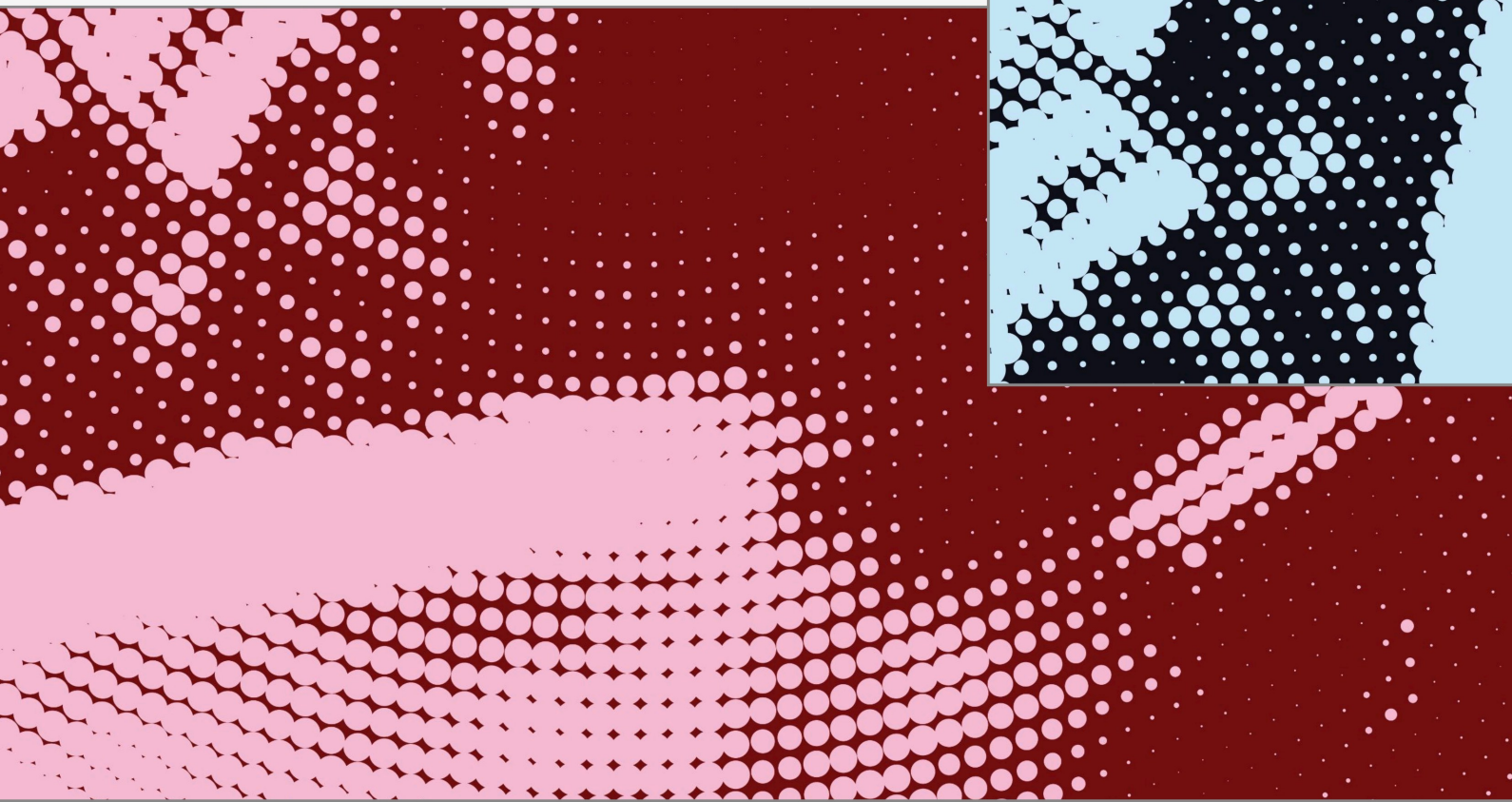
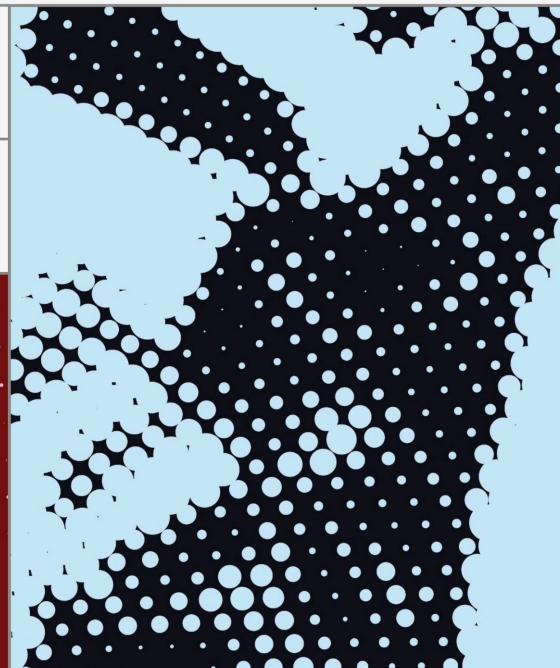
- OFFERS THAT PROTECT YOUR MARGIN

- WHEN TO STOCK UP

- YOUR EMAIL AND SMS CALENDAR

- AD SPEND, WEEK BY WEEK

- KEEPING BUYERS AFTER THE SALE



● BLACK FRIDAY CYBER MONDAY 2026

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The plug-and-play platform to create and grow clean beauty businesses.

Selfnamed is a clean beauty private label and fulfillment platform. We give beauty businesses ready-to-sell, certified formulations and full fulfillment support, so you can build a brand without holding inventory or running production yourself.

It also means we see the season from the inside. The Selfnamed data in this guide is what brands actually ordered and when it shipped, not what people searched for.

96k

Beauty businesses supported

1.6M

Premium beauty products delivered

20

Years of experience in cosmetics

NO MINIMUM ORDERS

EU + US FULFILLMENT

PRE-REGISTERED: FDA, CPNP

B CORP MANUFACTURING

30+ COUNTRIES

● INTRODUCTION

The Beauty Brand's Black Friday Cyber Monday Guide

Selfnamed formulates, prints, and ships clean beauty products for brands across the world. Every year, we see what spikes, when demand actually lands, and where brands lose potential.

Beauty and self care is one of the largest shopping categories during Black Friday. And with trends fueled by new science and visual-first social media, 2026 will be a year of high product differentiation, high customer engagement, and high expectations for clean, reliable, and modern beauty standards.

Black Friday runs far longer than the weekend it's named for. The season opens in September and runs past the new year, and the brands that win rarely have the deepest discounts. They're the ones who planned and executed in advance. That's where this guide earns its place.

We've taken a deep look across the beauty industry and the brands we supply. Our Black Friday Cyber Monday marketing guide covers the biggest revenue window of the year, including what to sell, how to price it, when to launch and market, and how to keep the customers you win.

The season opens in September and runs past the new year.

Build your 2026 lineup

Every product referenced in this guide is one you can brand and sell yourself, with no minimum order.

[Explore the catalog](#)

● SECTION 01

How to Use This Guide

This BFCM 2026 guide is written for three kinds of beauty business, and every section speaks to all of them.

● FOR

Indie founders

Launching or sourcing a brand, often through a private label supplier. You know the ecommerce basics and want a sharper plan.

● FOR

Ecommerce beauty brands

Already selling, and looking to make Q4 your biggest quarter across email, SMS, influencer, and ads.

● FOR

Salons and spas

Retailing products alongside services, and wanting offers that fill both the shelf and the appointment book.

Read it in order the first time

Then keep the checklist near the end as your working to-do list. Each section stands on its own, so you can come back to pricing or channels without re-reading the data.



● SECTION 01

What's Inside

01	The 2025 industry data	and what it means for your business
02	The buyer psychology	that makes beauty behave unlike anything else
03	A month-by-month timeline	for the whole 2026 BFCM season
04	Pricing and discounts	that protect your margin
05	A channel-by-channel playbook	for your campaign and strategy
06	Real campaigns worth borrowing from	and the tools to pull it off
07	Selfnamed's 2025 data	and the latest list of BFCM 2026 bestsellers
08	Selfnamed's curated checklist	as a working template

Where the numbers come from

The benchmarks across ecommerce and the beauty industry are aggregated from Shopify, Adobe, Klaviyo, Salesforce, and the National Retail Federation, alongside Selfnamed's own production order data. Every figure is linked to its source so you can check it yourself.

DATA SOURCES

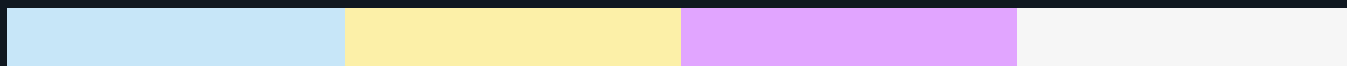


02

● SECTION 02 OF 08

Black Friday and Cyber Monday 2025, by the Numbers

Beauty carried Black Friday and Cyber Monday in 2025. Cosmetics was the top-selling product category on Shopify over the weekend, and health and beauty grew faster than any other category tracked.

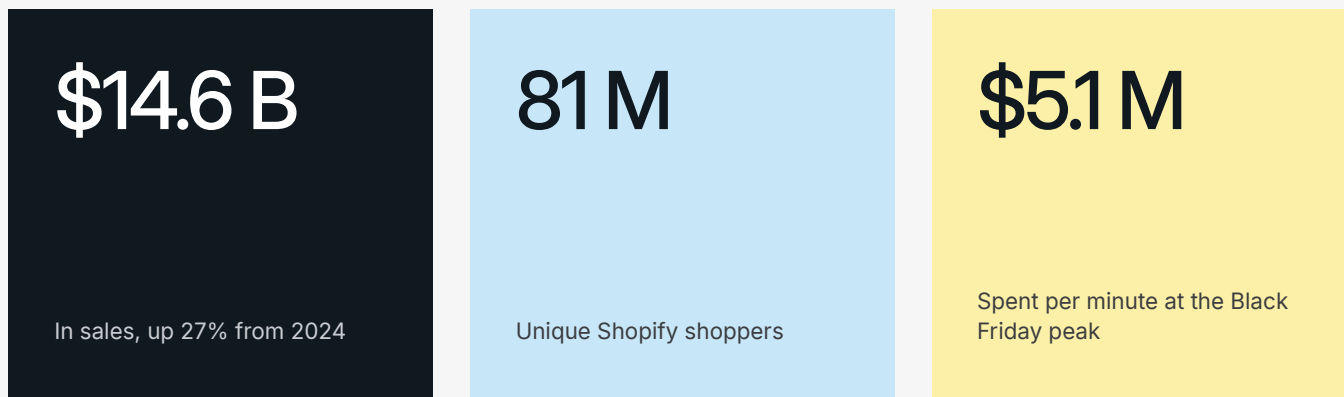


IN THIS SECTION — GLOBAL SALES · ORDER VALUE AND DISCOUNTS · THE SHOPPING WINDOW · NEW VS REPEAT · BUYER PSYCHOLOGY

● GLOBAL SALES AND ECOMMERCE VOLUME

Shopify BFCM 2025

Black Friday and Cyber Monday 2025 broke records. Shopify brands drove the biggest weekend on the platform, and beauty led it.



Cosmetics maintained the lead as the number one category. Widen the lens to all of US online retail and the demand pool runs deeper still.

- **\$44.2 billion** in total week sales, up 7.7% year over year.
- **\$11.8 billion** on Black Friday and **\$14.25 billion** on Cyber Monday.
- **53%** of sales came from mobile, now the default place people check out.

Tens of billions move through US ecommerce over these five days and beauty is one of its hottest corners, so 2026 is about claiming your share of the demand that already exists.

SOURCE: SHOPIFY · RETAIL DIVE · ADOBE

● WHOLESALE AND SERVICE-LED BUSINESSES

If You Sell Services, the Season Still Grows

Wholesale and service-led businesses work differently, but are still expecting growth in 2026.

\$29 B

In planned gift-card spending this season, the second-most popular gift of all

\$123

Average revenue per US spa visit in 2025, and still climbing

14%

Annual growth for medical spas, the category's fastest-growing corner

Gift cards are high-margin, digital, and make an easy gift, which is why they belong at the front of a salon or spa offer rather than as an afterthought. The channel chapter later in this guide covers how to sell them alongside bookings.

For salons and spas, the early window matters more, not less.

Gift-card and pre-book offers should be live by early November. Founders sourcing product need to order in September or October to land stock in time.

Selling services and products?

Gift sets and retail lines built for salons and spas, with no minimum order and fulfillment on both sides of the Atlantic.

[See the range](#)

SOURCE: NRF · GM INSIGHTS · EXPERT MARKET RESEARCH

● AVERAGE ORDER VALUE, DISCOUNTS AND CART BEHAVIOR

Shoppers Spent More While Brands Cut Less

You don't need larger discounts to grow.

Spending rose 11% year over year even as discounts fell 10%. Daily markdowns never crossed 30%. The brands that discounted the least grew the fastest, up 14%.

The average Shopify cart reached **\$114.70**, up from about \$112 the rest of the year. Two more signals shaped carts:

● SIGNAL 01

Average selling price rose 4.8%

Average order value rose with it. People bought more items, not just pricier ones.

● SIGNAL 02

Product views jumped 41%

Shoppers researched harder before buying, rewarded by clear product pages and honest claims over hype.

Where the deepest discounts landed

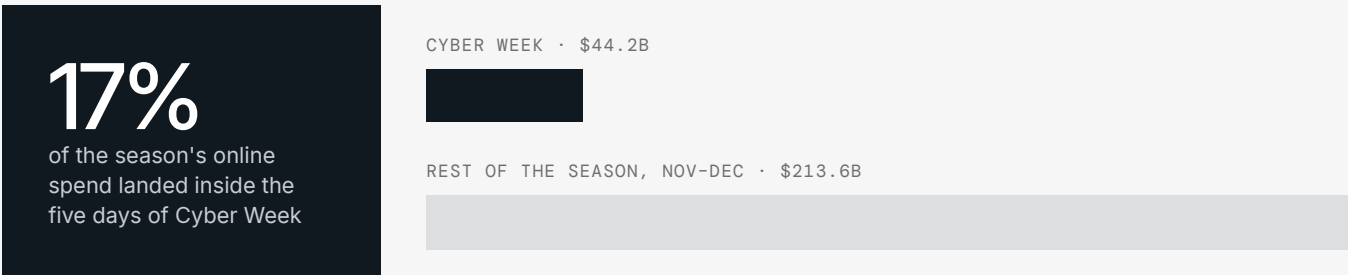
The deepest discounts landed in tech and apparel, peaking at **31% off** for electronics. Beauty has competing sources: Adobe rankings never placed cosmetics among its deep discounters, but Salesforce, which measures average discounts, put beauty and makeup among the most-discounted categories, close to apparel.

SOURCE: SHOPIFY · KLAVIYO · ADOBE · SALESFORCE

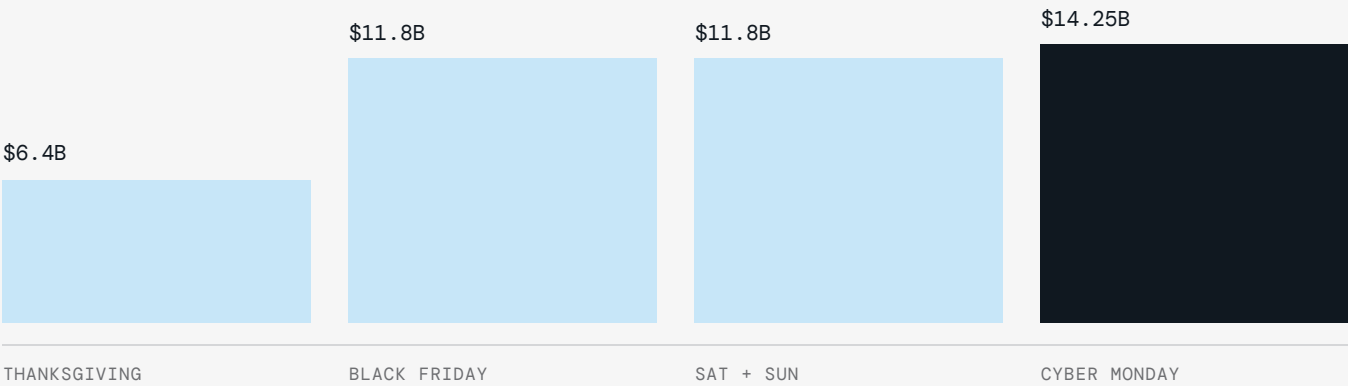
● THE SHOPPING WINDOW KEEPS WIDENING

It's a Season, Not a Weekend

Online holiday spending set a record at **\$257.8 billion** from November through December 2025, and the five-day Cyber Week was only about **17%** of it.



Inside the week, no single day carries the load



SOURCE: ADOBE · DIGITAL COMMERCE 360

● THE FULL WINDOW NOW OPENS IN OCTOBER

Some Customers Started Before Your First Email

Shoppers spent **\$88.7 billion** online in October 2025, up 8.2% year over year, as early sales events pulled buying forward.

Gift shoppers move earlier still, many well before Thanksgiving. Most of the money moves in the weeks around Black Friday, not on the day itself.

Three things that should match in your calendar

● 01 · OPEN EARLY Open in October, not on Black Friday. Put a teaser or early-access offer live while attention is cheap, and catch the early gift shoppers before the noise peaks.
● 02 · SEQUENCE THE WEEKEND Give every day of the weekend a reason to exist. A single Friday send leaves money on Saturday, Sunday, and Monday. Sequence distinct offers across all five days.
● 03 · KEEP GOING Keep selling into December. The season runs well past Cyber Monday, so roll into gifting and last-chance shipping offers instead of going quiet on December 2.

For salons and the wholesale side, the early window matters even more. Founders sourcing product from a private label supplier need to order in September or October to land stock in time. The month-by-month plan in section 03 maps exactly when to do what.

SOURCE: ADOBE

● NEW VS REPEAT CUSTOMERS

Repeat Customers Did the Heavy Lifting

Across studied brands, revenue from repeat buyers grew **13.5%** year over year, outpacing new-buyer revenue.

55.4%

Of all health and beauty sales came from repeat customers

14.9%

Repeat-buyer growth in health and beauty

12.3%

New-buyer growth, over the same period

BFCM is your best chance all year to turn a first-time buyer into a routine one.

Plan the retention mechanics now: early access, a VIP tier, and a post-purchase sequence that gives people a reason to come back in January.

Turn one order into a routine

Sample set sachets are built for gift-with-purchase and discovery, the cheapest way to make a BFCM buyer a January repeat.

[See sample sets](#)

SOURCE: KLAVIYO

● BEAUTY-SPECIFIC BUYER PSYCHOLOGY

Beauty Does Not Shop Like Electronics

The buyer is often buying for someone else, coming back for the same product again and again, and caring as much about how it looks as what it does.

Three patterns shape how they behave during BFCM, and each one changes your offer.

● PATTERN 01

Scarcity and urgency work differently in beauty

Beauty buyers respond to limited editions. A "this batch only" holiday set or an exclusive shade feels special. A "50% off everything" banner feels like your brand is in trouble.

● DO THIS

Frame urgency around availability

"Only 200 holiday kits, then they are gone." Scarcity of stock reads as desirability. Scarcity of time reads as pressure.

● DO THIS

Use BFCM to lock in the next purchase

A gift-with-purchase or a bounce-back offer gives the buyer a reason to return in January, when most brands go quiet.

● PATTERN 02

The Gift-Giving Effect

A large share of the beauty bought during BFCM is a gift, from "treat yourself" to "give something they will love".

● DO THIS

Speak to the giver's confidence

Make it easy to choose, with ready-made sets. A giver who is unsure buys nothing.

● DO THIS

Focus on presentation

Refresh product photos with strong packaging and styled seasonal mockups.

● PATTERN 03

Loyalty vs Deal-Hunting

BFCM pulls in two very different crowds: your loyal community, and deal-hunters who may never come back. Treat them differently.

● REWARD

Reward loyalists with early access, better pricing, and a VIP tier.

● RESIST

Do not overspend chasing one-time bargain hunters after the weekend.

● SEGMENT

Segment both groups in your email list before November, so each gets the right message.

● HALFWAY POINT

That's the field you're competing in. Now build the plan.

The rest of this guide is practical: the dates to lock, the price to set, the channels to run, and the products that actually moved last year.

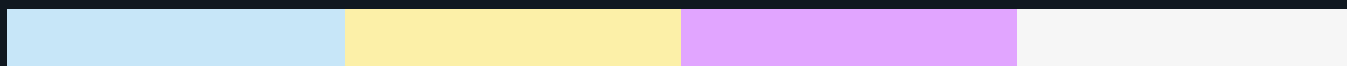
[TIMELINE](#)[PRICING](#)[CHANNELS](#)[CAMPAIGNS](#)[TOOLS](#)[BESTSELLERS](#)

03

● SECTION 03 OF 08

Your BFCM 2026 Timeline, Month by Month

The brands that win BFCM treat it as a four-month build. Here is what each stage looks like, from your first September decisions to your December wrap-up.



IN THIS SECTION — THE DATES TO LOCK · SEPTEMBER · OCTOBER · EARLY NOVEMBER · CYBER WEEK · DECEMBER

● LOCK THESE DATES NOW

November 2026

Four days carry the weekend. The plan in this section works whether you sell directly to customers, run a salon or spa, or source your products from a private label supplier. Where a step is specific to one of those, it's called out.

MON	TUE	WED	THU	FRI	SAT	SUN
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26 THANKSGIVING	27 BLACK FRIDAY	28 SMALL BUSINESS SATURDAY	29
30 CYBER MONDAY						

- THU 26 · THANKSGIVING
- FRI 27 · BLACK FRIDAY
- SAT 28 · SMALL BUSINESS SATURDAY
- MON 30 · CYBER MONDAY

Note what the calendar shows that a list of four dates does not: Small Business Saturday and Cyber Monday sit either side of a quiet Sunday, and the whole block lands in the final week of the month. Your October work has to be finished before it starts.

● THE FOUR-MONTH BUILD

September to Early November

Everything that makes the weekend work happens before it. These three months are where the campaign is actually won.

September

PLAN AND SOURCE

- PLAN** Audit your 2025 results. Choose your offers and run the margin math. Set revenue targets.
- CREATE** Confirm supplier lead times and order early. Plan and outline gift offers and deals.
- ENGAGE** Engage your customers to start growing your email and SMS list.

October

BUILD AND OPEN EARLY

- PLAN** Segment your list into VIP, general, and lapsed customers. Map your send calendar.
- CREATE** Build all assets: email and SMS, landing pages, ad creative. Test checkout and discounts.
- ENGAGE** Brief creators and affiliates. Open early by sending teaser offers.

Early November

WARM UP, REWARD VIPS

- PLAN** Lock your send schedule and audience splits.
- CREATE** Load and QA every email, SMS, and ad.
- ENGAGE** Send early access. Launch a pre-Black Friday offer. Turn on paid ads.

● THE FOUR-MONTH BUILD

Cyber Week and December

By the time the weekend arrives the work is execution, not invention. December is where a one-time buyer becomes a returning one.

Cyber Week

NOV 26 TO 30 · EXECUTE

- | | |
|--------|---|
| PLAN | Watch inventory and performance daily. Adjust offers as they land. |
| CREATE | Keep a fresh Cyber Monday hook ready. Prep for Small Business Saturday on Nov 28. |
| ENGAGE | Post across all five days for early access and last chance offers. Answer support fast. |

December

CONVERT, CLOSE THE LOOP

- | | |
|--------|---|
| PLAN | Document what worked within two weeks. Start your 2027 notes. |
| CREATE | Refresh creative for gifting and shipping deadlines. |
| ENGAGE | Roll into holiday gifting. Thank buyers with a loyalty or referral request. Re-engage non-buyers. |

The season runs past the new year.

Keep stock and campaigns live through early January. As section 08 shows, US demand peaks after the holidays, not during them.

● ORDERING AHEAD

Lock Your Supply Before You Lock Your Offer

Every date in this timeline assumes the product is on a shelf when the campaign goes live. That's a September decision, not a November one.

● IF YOU SOURCE PRODUCT

Order in September or October

Lead times stretch as the season tightens, and carriers add peak-season surcharges in late November. Ordering early costs less and arrives sooner.

● IF YOU RUN A SALON OR SPA

Have gift cards live by early November

Gift-card and pre-book offers work earlier than retail offers, because the buyer is planning rather than impulse-buying.

**Order early,
ship on time**

No minimum order quantities, and fulfillment hubs in both Europe and the United States so stock lands close to your customer.

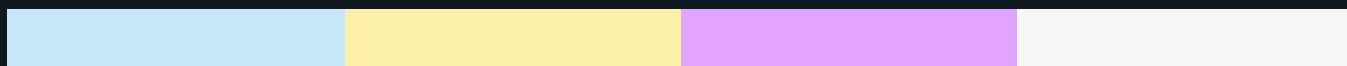
Start your order

04

● SECTION 04 OF 08

How to Price Your Products for Black Friday

The 2025 data was clear: the brands that discounted least grew fastest. This section covers how deep to go, what to do instead of a deeper cut, and how to keep your margin intact.



IN THIS SECTION — DISCOUNT DEPTH · BUNDLES AND GIFT SETS · PROTECTING YOUR MARGIN

● HOW DEEP SHOULD YOUR DISCOUNTS GO?

20 to 30% Off

The practical sweet spot for beauty is meaningful without looking desperate. The market averaged a 27 to 28% discount in 2025, and the beauty brands that grew fastest kept their markdowns under 30%.

<15%

Barely registers. It rarely changes behavior.

20–30%

The beauty sweet spot. Meaningful, and margin survives it.

>40%

Trains people to wait for the next sale, chipping at brand worth.

You don't need to go deeper than 30% to move your product. Do the discount math before you pick a number: know your margin at each level, on each SKU.

Premium brands can skip the percentage entirely.

Lean on bundles or gift-with-purchase instead of a straight discount, so the price point never drops.

SOURCE: SALESFORCE · KLAVIYO

● BUNDLES, GIFT SETS AND TIERED OFFERS

The Most Brand-Safe Way to Discount

Bundles lift average order value without a deeper unit discount, and they ride the behavior 2025 rewarded: more items, not pricier ones.

● INSTEAD OF "40% off everything" Reads as a brand in trouble, and trains the buyer to wait.	● TRY "Spend \$75, get a free travel kit" Stays on-brand and raises the basket rather than lowering the price.
● TIERED OFFERS "Buy 2, save 20%. Buy 3, save 30%" Nudges shoppers to add more, and the discount is earned rather than given.	● LIMITED EDITIONS Build the set for the season Not rebundled from existing SKUs. Buyers can tell the difference.

Build a gift-ready set for 2026

Collection boxes spiked harder than anything else last season, and far fewer stores carry them than carry serums.

See collection boxes

● PROTECTING YOUR MARGIN

Can You Afford What You're Putting Down?

A few Black Friday pricing rules keep the bottom line intact once the traffic arrives.

● RULE 01

Cap the deepest discounts to your higher-margin SKUs. A flat sitewide percentage treats every product as if it costs you the same, and it doesn't.

● RULE 02

Don't discount your hero product if it already sells. Use it in bundles instead, where it pulls the rest of the basket up.

● RULE 03

Budget for the costs that spike in late November. Carriers add peak-season shipping surcharges, and Meta ad costs run about 40% above their annual average.

Your ad costs rise at exactly the moment your margin is thinnest.

Which is the strongest argument in this guide for opening in October, when attention is still cheap.

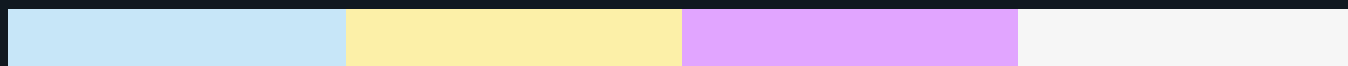
SOURCE: SCI GROWTH

05

● SECTION 05 OF 08

Your Black Friday Strategy, Channel by Channel

Your Black Friday marketing strategy is really a set of channels working together. This section covers each one, including the salons and spas most BFCM advice leaves out.



IN THIS SECTION — EMAIL · SMS · INFLUENCER · AFFILIATE · SALONS AND SPAS · CYBER MONDAY

● BLACK FRIDAY EMAIL MARKETING

Email Is the Workhorse

It converts better than any other channel and it's yours, not rented from an algorithm. Done well, Black Friday email marketing carries the whole campaign.

The seven-email sequence

Timing is relative to your own launch, not to fixed dates.

01	Teaser	Hint at what is coming.	1-2 WKS OUT
02	VIP early access	For your loyalists, before the public sale.	PRE-LAUNCH
03	Launch day	The offer goes live.	DAY 1
04	Mid-weekend reminder	For everyone who has not opened yet.	SAT-SUN
05	Last chance	As the deal closes.	SUN EVE
06	Cyber Monday pivot	A fresh hook, not a re-send.	NOV 30
07	Post-purchase	Thank-you with a loyalty or referral ask.	DAY +2

● RULE 01

Stay specific

"30% off, today only" outperforms
"Something special is coming."

● RULE 02

Send early

BFCM emails do best in the early morning. Open rates fall through the afternoon.

● RULE 03

Segment every send

VIPs, the general list, and lapsed customers should not get the same email.

Assets for every
send in the sequence

Design Studio builds on-brand product visuals and mockups you can drop straight into email headers and ads.

Open Design Studio

● BLACK FRIDAY SMS MARKETING

Treat SMS Like a Premium Inbox

SMS is the highest-open-rate channel you have during BFCM, which is exactly why it's the easiest one to burn.

● BEST USES Flash sales, cart abandonment, early access, and last-chance reminders.	● KEEP IT SHORT Under 160 characters, linking straight to the product or cart.
● MIND THE TIMING Never before 8am or after 9pm in the subscriber's own time zone.	● FREQUENCY No more than once a day during peak days. Respect people's time.

● INFLUENCER CAMPAIGNS

Micro Beats Macro in Beauty

For indie beauty brands, micro-influencers with 10K to 100K followers tend to outperform big names during BFCM, because their audiences actually trust their recommendations.

● BRIEF EARLY

September or October

So their schedule is set before the season fills up.

● STRUCTURE

Three beats

Teaser, launch-day, and last-chance reminder.

● EQUIP THEM

Real assets

Styled product mockups and quality creatives, not a logo and a discount code.

● AFFILIATE STRATEGIES

Affiliates Compete for a Crowded Weekend

Your affiliate programme needs to earn its place in their calendar, not just exist in it.

- Consider raising commissions for the period, for example from 10% to 15%, to stay competitive.
- Lean on the affiliate types that fit beauty: deal and coupon sites, gift guides, niche beauty bloggers, and cashback platforms.
- Set a clear attribution window and share it before the campaign, to avoid disputes in December.
- Give each affiliate a unique promo code for clean tracking.

● LOCAL BUSINESSES

For Salons and Spas

Most BFCM advice assumes a pure ecommerce store, which leaves out businesses that sell services and products together.

● LEAD WITH Gift cards and treatment packages. High-margin, digital, and easy gifts.	● BUNDLE Retail with bookings. "Book a December facial, get 20% off your take-home products today."
● REACH DIRECTLY Use SMS to reach existing clients, often straight from your booking system.	● SHOW THE WORK Post before-and-after content tied to your holiday offer, and use BFCM to move pre-holiday inventory.

● CYBER MONDAY STRATEGY

Don't Just Extend Black Friday Into Monday

A distinct Cyber Monday strategy gives shoppers a fresh reason to buy. It is the single biggest day of the week, and a re-sent Friday email wastes it.

● SHIFT THE ANGLE

From "save now" to "last chance before the holidays"

The buyer's motivation changes over the weekend. Your message should change with it.

● CHANGE THE OFFER

Digital, subscription, bundles, or a product drop

Something structurally different from Friday, not the same deal with a new date on it.

● SHARPEN THE SUBJECT

Be more direct than you were on Friday

Cyber Monday inboxes are more crowded and open rates run lower than Black Friday.

\$14.25 billion moved on Cyber Monday 2025.

More than Black Friday, and more than the Saturday and Sunday combined. It deserves its own campaign.

Ready to build the products?

Ready-to-sell certified formulations you can brand as your own, with no inventory to hold.

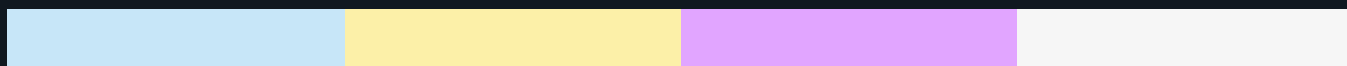
Build your brand

06

● SECTION 06 OF 08

Best Black Friday Campaigns: What Worked in 2025

Four real campaigns from 2025, and what made each one work. They won by keeping close to their brand rather than by outspending anyone.



IN THIS SECTION — THE ORDINARY · LA MER · RARE BEAUTY · LUSH · WHAT TO TEST IN 2026

CAMPAIGN STUDY

The Ordinary

Skipped Black Friday on purpose

WHAT THEY DID Ran Slowvember, 23% off across all of November, and closed its site and stores on Black Friday itself.	WHY IT WORKED Replacing the frenzy with a calm, month-long window protected the brand and spread demand, and it stripped out urgency as a pressure tactic.
RESULT Now in its seventh year, which is the clearest evidence it works.	KEY TAKEAWAY Not having a campaign was a campaign.



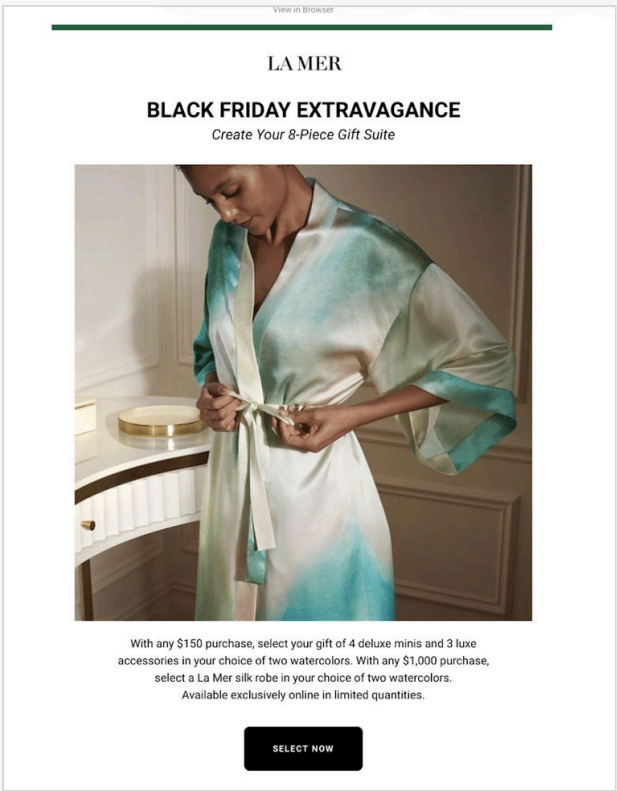
THE ORDINARY, SLOWVEMBER 2025 · CAMPAIGN ARTWORK

● CAMPAIGN STUDY

La Mer

Added value instead of cutting price

● WHAT THEY DID Offered a gift of mini skincare icons with a larger purchase.	● WHY IT WORKED The add-on kept the price point intact while lifting perceived value and order size, which is why premium brands reach for it.
● RESULT Order value rose without the label being discounted.	● KEY TAKEAWAY A discount cheapens the label. A curated gift feels generous.



THE CAMPAIGN EMAIL

The offer is tiered rather than discounted. A gift of deluxe minis and accessories at \$150, a silk robe at \$1,000, both in limited quantities. The price of every product stays exactly where it was.

● CAMPAIGN STUDY

Rare Beauty

Tied the deal to a cause

● WHAT THEY DID

Offered \$20 off a \$50 order when shoppers donated \$10 to its Rare Impact Fund.

● WHY IT WORKED

Earning the discount through a donation built goodwill and community, and it aligned the sale with the brand's mission.

● RESULT

Shoppers got a reason to buy beyond price.

● KEY TAKEAWAY

The discount was earned, not given.

A note from Selena Gomez

FOUNDER OF THE RARE IMPACT FUND

Mental health is personal for me. I went a long time without the support I needed because I didn't understand what I was feeling. After experiencing what seemed like endless highs and lows that would take me out for weeks at a time, I finally found the help to see what I was going through. But I'm learning every day that supporting my mental health is a journey. Every day isn't perfect—not for me, not for anyone. And too many people don't have access to the mental health resources and education they need.

That's why I started the Rare Impact Fund. It's a commitment to expand access to mental health services and education for young people everywhere. Because no one—regardless of age, race, gender, sexual orientation, or background—should struggle alone.

My biggest dream is to make a positive impact in this world. I hope that by sharing my own story and using my platform for good, we can empower more young people to address their mental health. Thank you for joining me on this journey.

XO, *Selena*



IMAGE CREDIT: RAREIMPACTFUND.ORG

CAMPAIGN STUDY

Lush

Built an audience it owns

WHAT THEY DID Walked away from Instagram, TikTok, and Facebook in 2021, then reinvested in channels it controls.	WHY IT WORKED An email list, an app with around 1.75 million users, and a rewards membership handing out early access and points.
RESULT Come Black Friday, it reached its best customers directly instead of bidding for their attention in a feed.	KEY TAKEAWAY Own enough of your audience that a discount weekend never hinges on rented reach.



IMAGE CREDIT: LUSH.COM

● LOOKING AHEAD

Four Things Worth Testing in 2026

The four campaigns above have one thing in common: none of them competed on discount depth. These are the next places to look.

● TEST 01 AI-assisted email flows that personalize send time, product picks, and subject lines.	● TEST 02 Sustainability-minded messaging, such as discounting slow movers to cut waste rather than to chase volume.
● TEST 03 Community-first drops, with early access tied to loyalty rather than to the whole email list.	● TEST 04 Short-form video for discovery, long-form email for conversion. Each channel doing the job it is good at.

Every campaign here won by keeping close to its own brand.

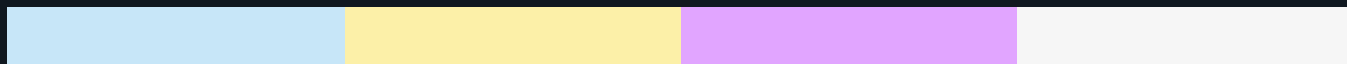
Which is the cheapest advantage available to you, and the only one a competitor can't copy by spending more.

07

● SECTION 07 OF 08

The Tools You Need to Execute BFCM

Save time and make your output look more professional. These are the tools that cover design, selling, and measurement, with honest notes on what each costs.



IN THIS SECTION — DESIGN AND CREATIVE · SALES CHANNELS · EMAIL, SMS AND ANALYTICS

● BLACK FRIDAY DESIGNS AND CREATIVES

Design Tools

Pricing is indicative and moves. Check before you commit.

TOOL	COST	BEST FOR	BFCM EDGE
Selfnamed Design Studio Design branded packaging, labels, and product visuals inside the Selfnamed platform, with no outside designer required.	Free on the Free plan. Pro is \$29 per month, or \$348 a year, and free once you pass \$13,500 in orders in a year. Pro also unlocks bulk and dropshipping discounts.	Founders who source from Selfnamed and want on-brand packaging and gift-ready product visuals without a design agency.	Design limited-edition holiday labels for free, then on Pro pull premium styled mockups and the full design library to make gift sets look listing-ready in email headers, ads, and influencer briefs.
Kittl A browser-based design tool strong on typography, vector art, and print-ready mockups, and easier than Photoshop for non-designers.	Free plan available. Pro from about \$10 to \$15 per month. Expert about \$24 to \$35 per month.	Logos, promo banners, gift-card designs, and label art.	Produce print-ready promo graphics and gift-card designs fast, with a commercial license included on paid plans.
Canva An easy all-in-one design tool with a huge template library.	Free plan. Pro about \$15 per month, or \$120 per year. Business about \$20 per user per month.	Quick social graphics and resizing one design across every channel.	Turn around social content and multi-format ads quickly.

Design it inside the platform

Limited-edition holiday labels are free on any plan. Pro adds the full design library and premium styled mockups.

See Selfnamed Pro

● TOP ECOMMERCE SALES CHANNELS

Where You Sell

Selfnamed connects to all four of these through our sales channel integrations, so your store and product line stay in sync.

PLATFORM	COST	BEST FOR	BFCM EDGE
Shopify The most BFCM-ready ecommerce platform out of the box.	Basic \$39/mo (\$29 annual), Grow \$105, Advanced \$399, Plus from \$2,300, plus card fees from 2.9% + 30c.	Product brands that want discounts, bundles, and apps without building the infrastructure themselves.	Built-in abandoned-cart recovery, a deep app store for discounts and bundles, and foundational B2B features on all plans as of 2026.
Squarespace A design-led builder with ecommerce on its entry plans.	From about \$16/mo (annual) for ecommerce. Higher tiers drop product transaction fees to 0%.	Visual-first brands with a smaller catalog, and salons, since Squarespace owns Acuity Scheduling.	Polished templates plus built-in booking, so a salon can sell holiday products and treatment slots in one place.
Wix A flexible, beginner-friendly builder.	Free plan available. Ecommerce from about \$29/mo (Core). Business \$39. Business Elite \$159.	Small stores that want flexibility, plus Wix Bookings for service businesses.	Built-in promo tools and native ad integrations, with bookings on hand for salons and spas.
WooCommerce A free, open-source plugin for WordPress.	Plugin is free. A live store runs on hosting (\$5 to \$50/mo), a domain, and paid extensions. Realistically a few hundred to a few thousand a year.	Brands that want full control and no platform lock-in, with WordPress comfort or a developer on hand.	Total control over checkout, discounts, and your data, but you own performance and uptime, so stress-test the site before the traffic hits.

● EMAIL, SMS AND ANALYTICS

How You Reach and Measure

TOOL	COST	BEST FOR	BFCM EDGE
Klaviyo The ecommerce-focused email and SMS platform.	Free up to 250 contacts. Paid from about \$20/mo, priced by active contacts, around \$150/mo at 10,000. SMS is a separate add-on.	Brands whose revenue leans on email and SMS.	Abandoned-cart and browse-abandonment flows, deep segmentation, and email plus SMS in one place to run the full sequence.
Mailchimp Easier, template-first email with multichannel reach.	Free up to 500 contacts. Essentials from about \$13/mo. Standard about \$20/mo.	Beginners and newsletter-led brands that want good-looking campaigns fast.	300-plus templates and a quick campaign builder, though it lacks the browse-abandonment triggers Klaviyo runs.
Triple Whale Shopify-native attribution and analytics.	Free dashboard for evaluation. Paid from about \$149/mo, priced by store revenue.	Shopify brands that want one real-time view of blended return on ad spend across channels.	See which channel actually drove each sale in real time during the spike, so you can move budget the same day instead of the following week.
Northbeam Deeper, multi-channel measurement.	From about \$1,000/mo, with no free plan.	Higher-spend brands, roughly \$50,000 a month in ads and up, running many channels at once.	Defensible cross-channel attribution and incrementality testing when you're spending heavily across paid social, search, and more.

Your store and product line, in sync

Selfnamed connects to Shopify, Squarespace, Wix and WooCommerce through our sales channel integrations.

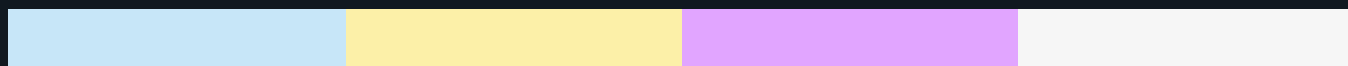
[See integrations](#)

08

● SECTION 08 OF 08

What Brands Ordered Most During BFCM 2025

We pulled Selfnamed's 2025 order data to see what actually moved and where it shipped. Every bestseller that surged is one you can brand and sell yourself.



IN THIS SECTION — EU VS US PEAKS · 2025 BESTSELLERS · WHAT TO STOCK FOR 2026 · COLLECTION BOXES

● PEAK ORDER TIMES, US AND EU

The EU and the US Peaked Five Weeks Apart

The US famously founded Black Friday, but the EU holds steadier ground in Cyber Week itself. The local trends hold a timing surprise.

	EUROPEAN UNION	UNITED STATES
PEAK WEEK	Cyber Monday week Dec 1 to 7	New Year week Dec 29 to Jan 4
PEAK VS BASELINE	4.4x	2.9x
THE PATTERN	A sharp BFCM gifting surge	A later, post-holiday restock

● IF YOU SELL INTO THE EU

BFCM week is the whole game

Orders spike on Cyber Monday week, then fall back. Concentrate stock and spend there.

● IF YOU SELL INTO THE US

Keep going through early January

The real surge is the New Year, when "new year, new skin" demand kicks in. The biggest week lands after the confetti.

SOURCE: SELFNAMED PRODUCTION ORDER DATA, 2025

● SELFNAMED'S 2025 BFCM BESTSELLERS

Ten Products That Woke Up for BFCM

Every one of these is a product you can brand and sell yourself. What follows doubles as a shortlist for your own 2026 lineup.



MADE AS A GIFT

Sun Protection SPF50 Stick

Outside the gift sets, nothing jumped higher.



MADE AS A GIFT

Silk Skin Body Serum

Spices & Sandalwood. A holiday scent that became a top seller overnight.



MADE AS A GIFT

Brightening Eye Cream

Small, universal, and exactly what people reach for when buying for someone else.



PARTY-READY GLOW

Caffeine Gel Booster

The tired-skin rescue. It peaked on Black Friday weekend itself.



PARTY-READY GLOW

AHA Peeling Concentrate

The pre-party reset, stocked up on to start the season fresh.



PARTY-READY GLOW

Brightening Exfoliator

With kojic acid, for that lit-from-within look before the parties.



TREND-LED ACTIVES

Retinol Alternative Serum

Results without the irritation, and one of the sharpest climbs of the season.



TREND-LED ACTIVES

Microbiome Prebiotics Face Mist

Prebiotic skincare is trending hard, and this one surged through the US run-up.



TREND-LED ACTIVES

Antioxidant Ginkgo Gel Booster

The early bird. It spiked before Black Friday even arrived.

● COLLECTION BOXES

Nothing Spiked Like the Collection Boxes

The top sets jumped as much as **33 times** during BFCM, the steepest climbs of any product type.

27x

The Ultimate Renewal Collection Box, peaking on Black Friday weekend itself

33x

The steepest climb of any product type during the season



A SELFNAMED COLLECTION BOX, BRANDED AND READY TO GIFT

There is an opportunity hiding in the data.

A ready-made gift set is not something every brand offers, and they spike harder than anything else. Build one for 2026 and you are competing in a thinner field.

**Build your set
before November**

Collection boxes, sample sachets and gift-ready heroes, all brandable with no minimum order.

[See collection boxes](#)

● WHAT TO STOCK FOR BFCM 2026

The 2026 Lineup

The 2025 winners were giftable sets and glow-and-anti-age heroes. Selfnamed's 2026 launches slot straight into that pattern.



GIFT-READY HERO

Omega 6-9 Glowing Skin Body Oil

Easy to gift, and a natural collection filler.



GIFT-READY HERO

Peptide Ageless AM and PM Cream

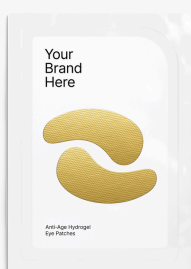
A day-and-night pair that sells as a set.



GIFT-READY HERO

Peptide Age-Defying Eye Cream

Small, giftable, and it completes the peptide range.



GIFT-READY HERO

Anti-Age Hydrogel Eye Patches

Seven pieces. The kind of thing people add to a basket.



CYBER MONDAY HOOK

Exosome and Niacinamide Serum

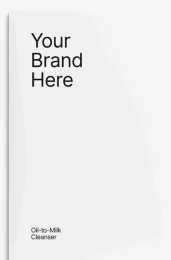
Leads on novelty, which is what a Monday hook needs.



CYBER MONDAY HOOK

0.3 Spicule PDRN Centella Serum

Our latest new skincare science addition.



BUNDLE AND SAMPLING FUEL

COMING SOON

Selfnamed Sample Set Sachets

Built for gift-with-purchase and discovery sets. The cheapest way to turn a BFCM buyer into a January repeat.

● WHAT INDIE BRANDS GET WRONG ABOUT BFCM

It Comes Down to Supply



Kristaps Birmanis

CEO, SELFNAMED

"A big part of your success this BFCM week comes down to supply management. Finding the sweet spot between understocking and overstocking is one of the magic ingredients. You never want to run out of product, but you also do not want your discounts to last forever."

"Selfnamed is the best option on the market for navigating supply management, so you can focus on sales and marketing."

Supply is a decision you make first. Lock your inventory early, hold a little back for the Cyber Monday and New Year tail, and let the campaign do what it's built to do. The stock question should fade into the background, which is exactly where it belongs while you spend the season selling.

● YOUR BFCM 2026 CHECKLIST

A Working To-Do List

Print these three pages, or tick them off on screen. Adapt anything that doesn't fit how you sell.

SEPTEMBER

Strategy and prep

☐ Review your BFCM 2025 performance (email, SMS, ads, revenue, AOV).☐ Define your offer: discount, bundles, gift sets, gift cards, or a mix.☐ Confirm inventory and place supplier orders with lead time to spare.☐ Define your audience segments (VIPs, general, lapsed).☐ Set revenue and AOV targets for 2026.

OCTOBER

Build and open early

☐ Design all creative (email templates, social graphics, mockups).☐ Write all email and SMS copy across the full sequence.☐ Brief influencers and affiliates with assets and codes.☐ Set up your VIP early-access segment and landing page.☐ Open early with a teaser or soft offer to catch the first gift shoppers.☐ Test checkout and every discount code.

● YOUR BFCM 2026 CHECKLIST

The Weekend Itself

EARLY NOVEMBER

Warm-up

- ☐ Launch teaser content.
- ☐ Re-engage cold subscribers.
- ☐ Send VIP early access.
- ☐ Turn on paid ads.

CYBER WEEK

Nov 26 to 30

- ☐ Run the full email sequence, staggered across five days.
- ☐ Use SMS for early access and last chance only.
- ☐ Watch inventory and performance daily.
- ☐ Answer support faster than usual.

CYBER MONDAY

Nov 30

- ☐ Give Cyber Monday its own offer instead of re-running Friday's email.
- ☐ Send a post-purchase thank-you with a loyalty or referral ask.

● YOUR BFCM 2026 CHECKLIST

After the Weekend

DECEMBER

And the new year

- ☐ Roll into holiday gifting with gift sets and shipping-deadline reminders.
- ☐ Keep stock and campaigns live through early January, since US demand peaks after the holidays.
- ☐ Re-engage non-buyers with a soft offer.
- ☐ Document results within two weeks, then start your 2027 notes.

Document results within two weeks.

While you still remember why something worked. Next September, that document is where your plan starts.

**Get stock in
before the surge**

Place your Selfnamed order in September or October to land product before late November.

Start your order

● CONCLUSION

Starting Now Puts You Ahead of Most of the Field

BFCM 2026 is a season that runs from your September planning to December's last gift order, and is probably the most important stretch of your year.

The main takeaway of this year's holiday sales season is that discounts are still seen as a tradition, but aren't necessarily as tied to BFCM marketing campaigns as they once were.

Successful campaigns find value in personalizing their marketing channels, segmenting across their audience, and sticking true to a brand message that goes beyond discounts, whether that's keeping the season stress-free, supporting a cause, or giving back to loyal customers.

If you're reading this worried it is too late, it's not.

Starting now, whatever month it is, puts you ahead of most of the field.

Your next move is simple

Explore Selfnamed's product catalog and start building your beauty brand, from hero products to limited-edition holiday sets.

**Start building
your brand**

Ready-to-sell certified formulations, no minimum orders, and fulfillment in both Europe and the United States.

selfnamed.com



The plug-and-play platform to create and grow clean beauty businesses.

96k

Beauty businesses supported

1.6M

Premium beauty products delivered

20

Years of experience in cosmetics

NO MINIMUM ORDERS

EU + US FULFILLMENT

PRE-REGISTERED: FDA, CPNP

B CORP MANUFACTURING

30+ COUNTRIES

SELFNAMED.COM