
Sylvia Gruber

Ruby Box



The RubyBox logo features the text 'rubybox.co.za' in a lowercase, sans-serif font. Below it, the tagline 'BEAUTY HAS A NEW HOME' is written in a smaller, uppercase, sans-serif font. The tagline is positioned above a thin horizontal line.

COUNTRY

South Africa

INDUSTRY

Consumer

WEBSITE

COMPANY SNAPSHOT

RubyBox is a try-before-you-buy beauty subscription start-up that has developed into one of South Africa's leading online beauty destinations. RubyBox members pay a monthly subscription fee to receive a customized box of premium beauty samples from top international and local brands. After customers identify the perfect product, they can purchase the full-size version from Rubybox's online store featuring more than 60 brands.
