# Kate Moss’s wellness brand Cosmoss faces steep discounts and retail setbacks three years on



Kate Moss was recently spotted enjoying a sunny stroll in Notting Hill with her dog, Archie, presenting a relaxed exterior. However, behind this seemingly carefree appearance, significant challenges emerge for her wellness brand, Cosmoss, which has reportedly struggled to gain traction since its launch three years ago.

The Mail on Sunday has revealed that high-end retailers stocking Cosmoss products have resorted to substantial price reductions, with some items even being listed at steep discounts on discount websites. A source disclosed to the publication, “It's all completely over.”

Cosmoss was established as a reflection of Moss’s renewed passion for spirituality and sobriety, marking a departure from her past lifestyle. The brand offered a range of products intended to align with her perceived new serenity, including teas, skin care items, and perfumes labelled as 'sacred mist'. The aim was for Cosmoss to emulate the success of Gwyneth Paltrow’s lifestyle brand, Goop, which has proven profitable.

However, the current state of Cosmoss appears less than favourable. The official website has ceased selling the products, pushing many items onto clearance platforms like Discount Dragon, typically known for its bargain cosmetics and surplus grocery items. Notable price drops on the website include the Sacred Mist spray, which has fallen from £125 to £39.99, and the Golden Nectar CBD Oil, also reduced from £105 to the same price point. The Face Cleanser, once considered a cornerstone of the skincare line, has seen its price slashed from £48 to £11.99.

At department store Liberty London, while some Cosmoss items are still available at regular prices, the dedicated Cosmoss counter has been dismantled, with remaining stock relegated amidst other brands. Similarly, Fenwick on Bond Street has cut remaining prices by 30%, and other stockists, like Niche Beauty, have entirely run out of Cosmoss products.

Despite the evident troubles faced by her brand, Moss, who adheres to the mantra “never complain, never explain,” has not commented publicly on the situation, and her website provides no clarity. Reports from March indicated that Cosmoss was threatened with compulsory strike-off action due to overdue accounts, although this matter was seemingly resolved without public elaboration.

As she meanders through Notting Hill, accessorised in a casual outfit of a black vest and frayed denim skirt, Kate Moss appears to balance the challenges of her business with everyday life, including indulging in retail therapy. Her recent outings at iconic vintage stores, such as Lovers Lane London, demonstrate her enduring presence in the fashion world, even as her venture into wellness faces significant hurdles.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

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7. <https://www.dailymail.co.uk/tvshowbiz/article-14675773/Carefree-Kate-Moss-wellness-brand-hoped-turn-new-Gwynnie.html?ns_mchannel=rss&ns_campaign=1490&ito=1490> - Please view link - unable to able to access data