

Somerset glitter producer sees sales soar following UK festival season

A Somerset glitter producer has seen its sales rise by 16%.

EcoStardust is based in Langport and sells biodegradable glitter made from plants.

Founder Kath Senior said sales have “shot up” as customers began partying again at home and festivals after Covid-19, and said the brand is now in profit.

Speaking to Brightpearl’s Lightning 50 podcast, Ms Senior discussed her business success and the brand’s sustainable ethos.

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She said: “We are growing really quickly in the UK and around the world and particularly in America. Obviously Covid and lockdowns weren’t good for a business based on partying and festivals which all shut down for almost three years.

“We picked up some business during Covid from the crafting boom with people making products at home such as bath bombs, but it was a tough time.

“But thankfully we are all partying again and making up for lost time after a really tough few years and this is reflected in our sales. It’s great to be in profit.”

EcoStardust has plans to expand globally after it recently started shipping to America because consumers were struggling there to source truly biodegradable glitter.

Ms Senior founded the eco-friendly brand in 2017. It is now stocked at Pretty Little Thing, Accessorize and ASOS.

The brand is expecting to make a profit in five figures for 2023.

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