

Build Up Grant

Meet Yolanda Wetteland, trii



“

This is the first time I've ever applied for a grant and I didn't know what to expect. I found it was easy to get started and then it was really fast, and the review meeting with Jane happened within 3 weeks.

My website wasn't working well so the grant meant I could book a digital marketing consultant to optimise it in terms of product presentation and customer experience.

It's made my website more professional and, really importantly, appropriate for a luxury brand. Critically, this all happened just as I was starting to pitch my trii range to online retailers and I know that the website played a major part in landing these new contracts, so the timing worked out perfectly. The Business Builder grant made a significant and critical difference to my business, exactly when I needed it.

”

Yolanda Wetteland is the founder of trii, a sustainable solid body care brand. She's worked with organisations such as Space NK, Charlotte Tilbury and ELEMIS, and decided to create her own range, which aligns with contemporary values and promotes a healthier planet.