





## Why It's Hot Sheet

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 **Owner:** Customer Success Team  
 **Support:** Interns, AMs  
 **Requirements:** Complete as Listings are sent via email  
 **Last Updated:** 1.22.26

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### Purpose

A Hot Sheet is a concise, factual sell-in document used to introduce a new brand or product to a buyer and support an offer. It highlights why the brand is relevant, while providing enough context for them to evaluate interest without a full presentation or meeting. It's especially helpful to provide information on emerging or viral brands that the customer might otherwise miss out on. Hot Sheets are formatted to be pasted directly into the body of the email in which the offer is sent. The Account Manager will let the customer success team know when a Hot Sheet is needed, triggering the below process.

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### Key Links

- [Why It's Hot Library](#)
  - [Template for top SKUs formatting](#)
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**Overview:** Buyer Success to create a Why It's Hot Sheet in the internal offers folder. Add another tab in the [Why It's Hot Library](#), so other teams can use this for reference.

See example below. [Template for top SKUs formatting](#).

### Why It's Hot

Calpak is an LA-based DTC luggage brand that has gone viral on TikTok. They are known for their design-forward but high-utility bags and luggage. The Luka Collection was so viral that it had an 85,000-person waitlist earlier this year ([Forbes](#)).

Calpak's target customers are design-conscious, functionality-oriented millennials, a customer segment similar to Bogg Bag's. Given Sam's strong sell-through of Bogg Bag, we are confident Calpak will resonate with Sam's customers. *(Ideally include something about showing value to the member or how the discount is similar to historical pricing offered on Costco / Sam's Club).*

### Distribution Channels & Similar Brands

Calpak is also sold in Dillard's. Similar brands to Calpak include Dagne Dover, Away, and Beis. *(Include Amazon monthly sales data if applicable.)*

### Top SKUs *(Use Particl or SmartScout)*



**Lola Large (Antique Ivory)**

MSRP: **\$299** | Your Price: **\$167.44**

**44% Off** MSRP | **800 Units**



**Lola Large (Desert Dune)**

MSRP: **\$299** | Your Price: **\$167.44**

**44% Off** MSRP | **800 Units**



**Lola Large (Toasted Almond)**

MSRP: **\$299** | Your Price: **\$167.44**

**44% Off** MSRP | **800 Units**



### Listing Information

- Lead Time: 3 Months
- Minimum Order Value: \$10K
- Maximum Order Value: \$300K (First Order Only)
- Available for Dot.com
- Link to ACS Drive: *Coming*



### Press & Features

- *Calpak's Viral Luka Duffel Is Absolutely Worth the Hype* ([Cosmopolitan](#))
- *The Best Calpak Luggage of 2025, Tested & Reviewed* ([Travel + Leisure](#))
- *Calpak x [Jen Atkin](#) Collab* - Jen Atkin is a celebrity hairstylist to the Kardashians, Katy Perry, Jessica Alba
- *Calpak x [Taco Bell](#) Collab*

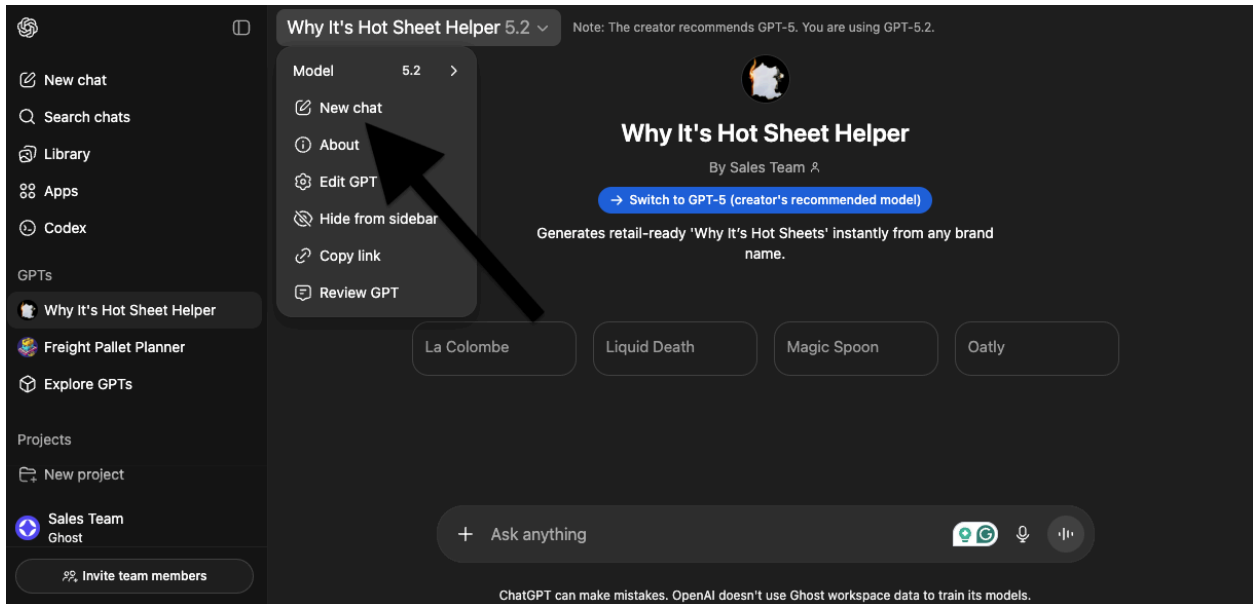


### Viral TikToks

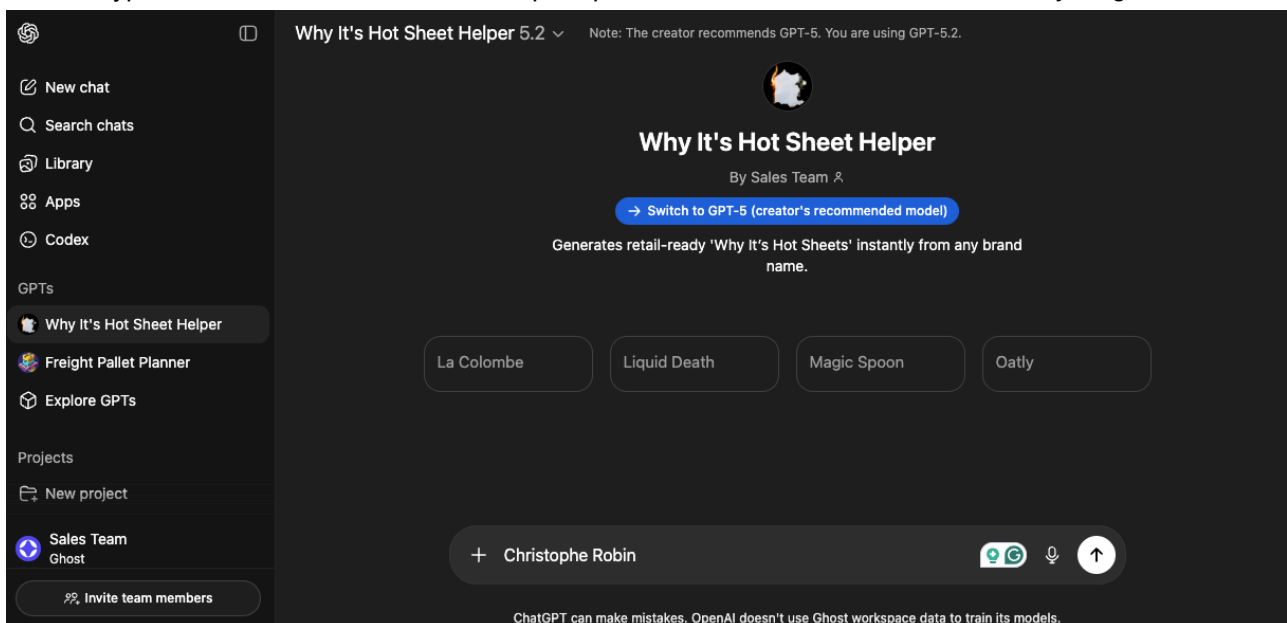
- [6.9M likes](#) on the CalPak cosmetics bag
- "How many items can you pack in Luka?" challenge ([274K likes](#) & [36K likes](#))

**Step 1:** When the Account Manager gives the task of writing a Hot Sheet, navigate to the ChatGPT prompt labeled [Why It's Hot Sheet Helper](#).

- Create a new chat.



- Type in the name of the brand in the prompt area at the bottom that reads *Ask Anything*.



- Hit Enter on your keyboard or the white arrow on the right.
- The Prompt will create an initial draft to edit of the Hot Sheet shown below. Please adjust the copy/language as needed so it is not as “sales-y.”
- When citing articles, use this format:
  - Put the source of the quote or article at the end of the sentence and hyperlink it to the article/website page.
    - E.g., *Gold Rush Heritage: How Tim Bantle Plans To Scale Filson Through Authenticity* ([Forbes](#)) or “We’ve road-tested a lot of great backpacks,... but we fell in love with the Troubadour Matrix Backpack on first sight” ([Macworld](#)).
  - Be empowered to do your own search for any relevant information to add to the brand. There may still be relevant articles that aren’t prompted by ChatGPT.

## Why It's Hot

Christophe Robin is a **Paris-born luxury haircare brand** founded in **1999** by world-leading celebrity colorist Christophe Robin, originally created to meet salon-level needs and now sold globally.

Christopherobin

The brand is known for **highly concentrated, gentle formulas powered by natural-origin ingredients**, emphasizing **scalp health, nourishment, and color protection** across all hair types. Christopherobin

Its portfolio includes cult-favorite products like the **Cleansing Purifying Scrub with Sea Salt and Regenerating Mask with Prickly Pear Oil**, which have earned beauty awards and loyal consumer followings. Christopherobin +1

Christophe Robin has **expanded distribution to over 35 countries**, with strong presence in major premium beauty retailers as well as direct-to-consumer channels. THG

The brand recently celebrated its **25th anniversary**, reinforcing its legacy of innovative, sensory luxury haircare rooted in professional expertise. Christopherobin

## Distribution Channels & Similar Brands

Christophe Robin products are **widely stocked internationally**, including at **Sephora, Space NK, Nordstrom, Neiman Marcus**, and online marketplaces such as Lookfantastic and the brand's official site.

THG +1

The brand sits within the **premium natural haircare category**, often compared to other high-end scalp and hair-focused brands like Rahua, Oribe, and Aveda that emphasize quality ingredients and salon-level performance. Sephora

## Top SKUs

*(Section intentionally left blank per sheet structure.)*

## Listing Information

- Lead Time:
- Minimum Order Value:
- Maximum Order Value:
- Available for Dot.com
- Link to ACS Drive:

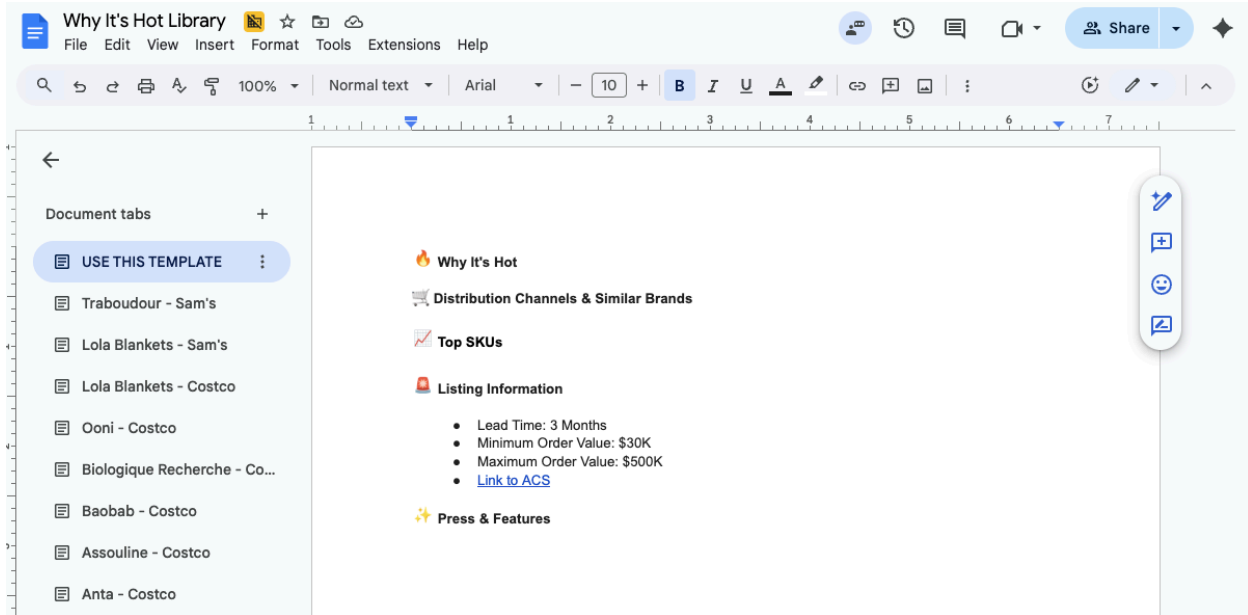
## Press & Features

1. **THG acquires luxury natural haircare brand Christophe Robin** – Brand acquired by The Hut Group with strong global growth trends and expanded distribution. THG
2. **Celebrating 25 years of Christophe Robin** – Brand celebrates 25th anniversary showcasing major milestones and iconic products. Christopherobin
3. **Christophe Robin's legacy haircare products earn beauty awards** – Highlight of cult-favorite, award-winning formulations across the range. Christopherobin
4. **Taylor Swift's beauty routine spotlight** – Christophe Robin products featured as a favorite in recent beauty press, illustrating cultural relevance and mainstream visibility. ELLE

Let me know if you'd like this tailored to a specific club retailer (e.g., Costco or Sam's Club) with positioning and SKU recommendations!

**Step 2:** Paste the Hot Sheet from the prompt into the [Why It's Hot Library](#), which is a living document.

- Make a new tab and copy the template found in the top tab in the Document tabs section on the left side of the screen, labeled [USE THIS TEMPLATE](#). Rename as the brand you're making a Hot Sheet for + Buyer, e.g., *Christophe Robin - Sam's Club*.



- Copy and paste the fields from the prompt into the new tab. This step is so we can track historical Hot Sheets all in one place and use them for other customers or to reference as needed, e.g., [HERE](#).

### Step 3: Research the brand's top SKUs.

- Pull up the offer found in the External Link - Merchandised column in the Listings tab of the [Sam's Club](#) or [Costco](#) tracker.
- Review the SKUs found in the offer and consult the AM, BP for the brand, or POC (the customer success team member who merchandised the offer) on whether there are any particular SKUs that they want to highlight. You can find this information on who the BP or POC is in the headers of the columns on the trackers.
- Also, do a quick search online (Google or Amazon) for the brand to see if any of the top-selling or top-rated products overlap with the merchandised offer. You can use Google Shopping to look at the reviews of each product.

### Step 4: Add the top SKUs to the Hot Sheet.

- Use the [Hot Sheet Top SKUs Template](#) in the shared Google Drive. Make a copy of the first slide, *Top SKUs Example*.
- Fill in the information on the selected SKUs: MSRP, Price, and % off MSRP.
- Insert photos for each SKU by finding it online, typically using the retail source link from the merchandised file. Remove the background of the image and adjust as needed.
- Take a screenshot of the Top SKUs slide and paste it into the Hot Sheet that you put in the [Why It's Hot Library](#).



**Creed Aventus 100ML**

MSRP: **\$510** | Your Price: **\$165**

**46% Off** MSRP



**Creed Green Irish Tweed 50ML**

MSRP: **\$360** | Your Price: **\$193**

**46% Off** MSRP



**Women's 3-Piece Discovery Set**

MSRP: **\$280** | Your Price: **\$160**

**46% Off** MSRP

**Step 5:** Proofread your Why It's Hot sheet and ensure the following:

- The email focuses on facts about the brand. Remove any overly marketing language. Stick to data.
- Check Google shopping for the brand to ensure **all major retailers** are captured. ChatGPT usually misses retailers.

**Step 5:** Add the Hot Sheet link to the tracker.

- In the tracker(s), find the Hot Sheet column and paste the link to the completed Hot Sheet.