

**FACE Stockholm**  
Brand Experience

FACE Stockholm, a mother/daughter-owned and lead beauty and skincare brand, built a strong position using a traditional PR-based strategy with company-owned brick-and-mortar stores.

The opportunity was to evolve the brand’s Swedish heritage and aesthetic sensibility towards a digitally-lead, multi-channel approach, distilling the owner’s unique experiences to develop a native editorial voice.





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SWEDISH DEFENSE  
SKINCARE THE SWEDISH WAY

Introducing our newest line of defense against aging and environmental damage.

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FACE  
STOCKHOLM  
tone


FACE  
STOCKHOLM  
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resist

FRESH FACE: NEWS, INSPIRATION, IDEAS



GUN & MARTINA ON J. CREW'S BLOG  
A color-filled studio visit with our founders.  
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MODERN FARMER MAGAZINE  
Ann Marie Gardner's new magazine has some food for thought.  
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WHAT'S NEW: PRODUCT, COLORS

9 CREAM  
eye  
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Winter SKINCARE ESSENTIALS



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No1  
In celebration of the 25th year of FACE Stockholm Makeup School in Sweden, we present FACE STOCKHOLM NEWS. Our new magazine celebrates creativity and makeup artistry years. Featuring special collaboration friends such as this fab throwback to Par with the photographer Mikael Jonsson.

FACE STOCKHOLM NEWS

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Our professional bridal services will help make your day perfect.



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SHOP // MAKEUP // LIPS // LIPSTICK



FACE  
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Lipstick

A "face lift" in a tube! Available in three formulas — traditional creams, classic mattes and subtle veils, for every-day, evening or a special event. Wear one at a time or couple to create a shade that is uniquely you.  
Pair with FACE Stockholm Lipliner or Lip Gloss to intensify color or add high-voltage shine. With over 100 colors to choose from, the possibilities are endless.

MORE +

.12 oz (3.4g) | \$22

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BEST SELLING


CRÈME LIPSTICK

MATTE LIPSTICK


VEIL LIPSTICK

COLOR SPECTRUM


A-Z/1-10




Pårla




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Faded Rose




Softly




Light Mist




Nouveau




Sofi's




Romance




New Rose




Truth




Success




Summer




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