

**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.





FACE STOCKHOLM

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SVERIGE

YOUR ODER

3 ITEMS

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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  
cleanse

FACE STOCKHOLM  
tone


FACE STOCKHOLM  
moisture

FACE STOCKHOLM  
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  
SHADOWS  
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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.

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WEDDING SEASON IS COMING

Our professional bridal services will help make your day perfect.



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3 ITEMS

SHOP // MAKEUP // LIPS // LIPSTICK



.12 oz (3.4g) | \$22  
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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 +

VIEW BY:

BEST SELLING

CRÈME LIPSTICK

MATTE LIPSTICK

VEIL LIPSTICK

COLOR SPECTRUM

A-Z/1-10

Pårla

Hope

Faded Rose

Softly

Light Mist

Nouveau

Sofi's

Romance

New Rose

Truth

Success

Summer

VIP

Fantasy

Generos

Instinct

Scorpio

Smile

Luxor

Invite

Provocative

Profound

Mantra

Eggplant

Black

Shine

Silver

Modesty

Champagne

Bliss

Cameo

Leva

Sunflower

Please

Curry

Unexpected