

# FACE Stockholm

## Product Packaging



# FACE Stockholm

## Special Collaborations

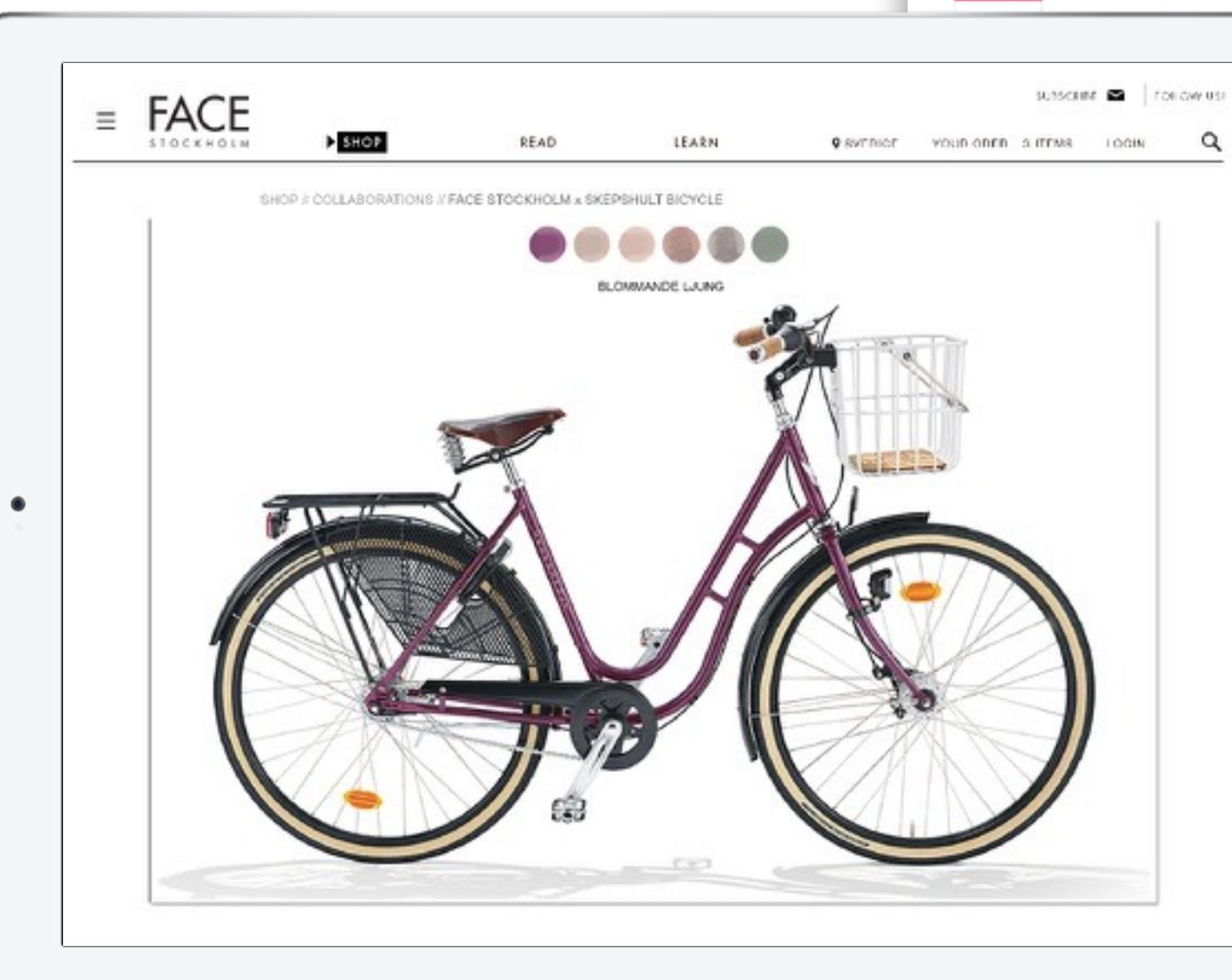


FACE for J.CREW  
STOCKHOLM

### J.Crew

#### STUDIO TOUR: FACE STOCKHOLM®

for Gun and Martina, the charming mother-daughter duo behind the beauty line FACE Stockholm, the business of mixing color is a nonstop, keeling-over-with-laughter family affair. we spent the day in upstate New York, where the pair gave us a sneak peek of their creative space—a recently converted “brand barn” located on Gun’s property—and invited us to try on all the lipstick colors our hearts desired...

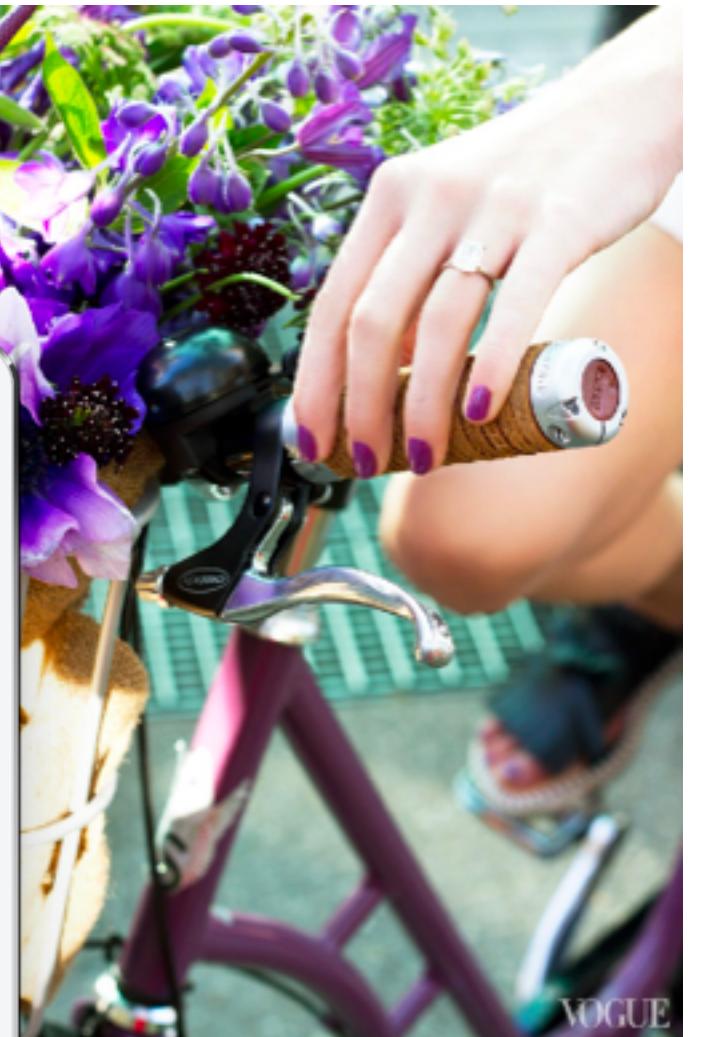


VOGUE

FASHION BEAUTY CULTURE LIVING RUNWAY VIDEO MET GAL

## Match Point: FACE Stockholm's New Special-Edition Bicycle and Nail Color Collaboration

NOVEMBER 12, 2013 9:30 AM  
by JANE HERMAN



bought you'd run out of ways to reimagine your manicure, FACE the century-old Swedish bike company Skeppshult have a collection of six cruisers—each painted in a color coordinating with the brand's best-selling nail polishes.

part of life in Sweden," says **Martina Arfwidson**, who now co-runs the business from picturesque Hudson, New York (her mother, Gun runs operations in Stockholm). There, she can be spotted pedaling her own mahogany-colored ride.

