

ST FUTURE
I N T E R N A T I O N A L

Lashes

Market Research

Presentation by Marketing



NEW

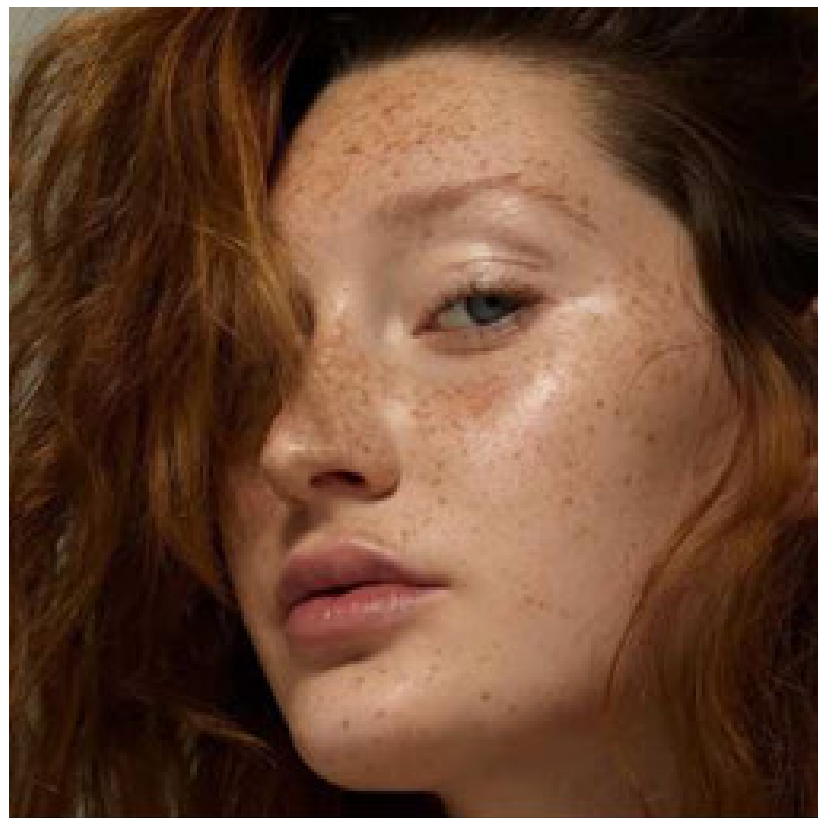
BYRDIE

Everyone's Switching to Brown Mascara This Fall: 18 Ways To Wear the Look

This fall, brown mascara replaces black for a softer, cool-girl neutral glam.



[@HAILEYBIEBER/INSTAGRAM](#)



[@DAVIDRAZZANO](#) / INSTAGRAM

Natural Beauty

Makeup looking ultra-natural



[@BRITTSULLY](#) / INSTAGRAM

Soft Eyes

Soft makeup looks.



[@KALETETER](#) / INSTAGRAM

Chocolate Shadow

Chocolate still adds definition but with a slightly gentler finish.



[@VINCENTOQUENDO](#) / INSTAGRAM

Pop of Penny

Brown mascara complements vivid eyeliner without overpowering the look.



[@HUNGVANNGO](#) / INSTAGRAM

Umber Lashes

Cool-toned brown mascaras, complementing any eyeshadow and liner tones.



[@NIKKI_MAKEUP](#) / INSTAGRAM

Brown on Brown

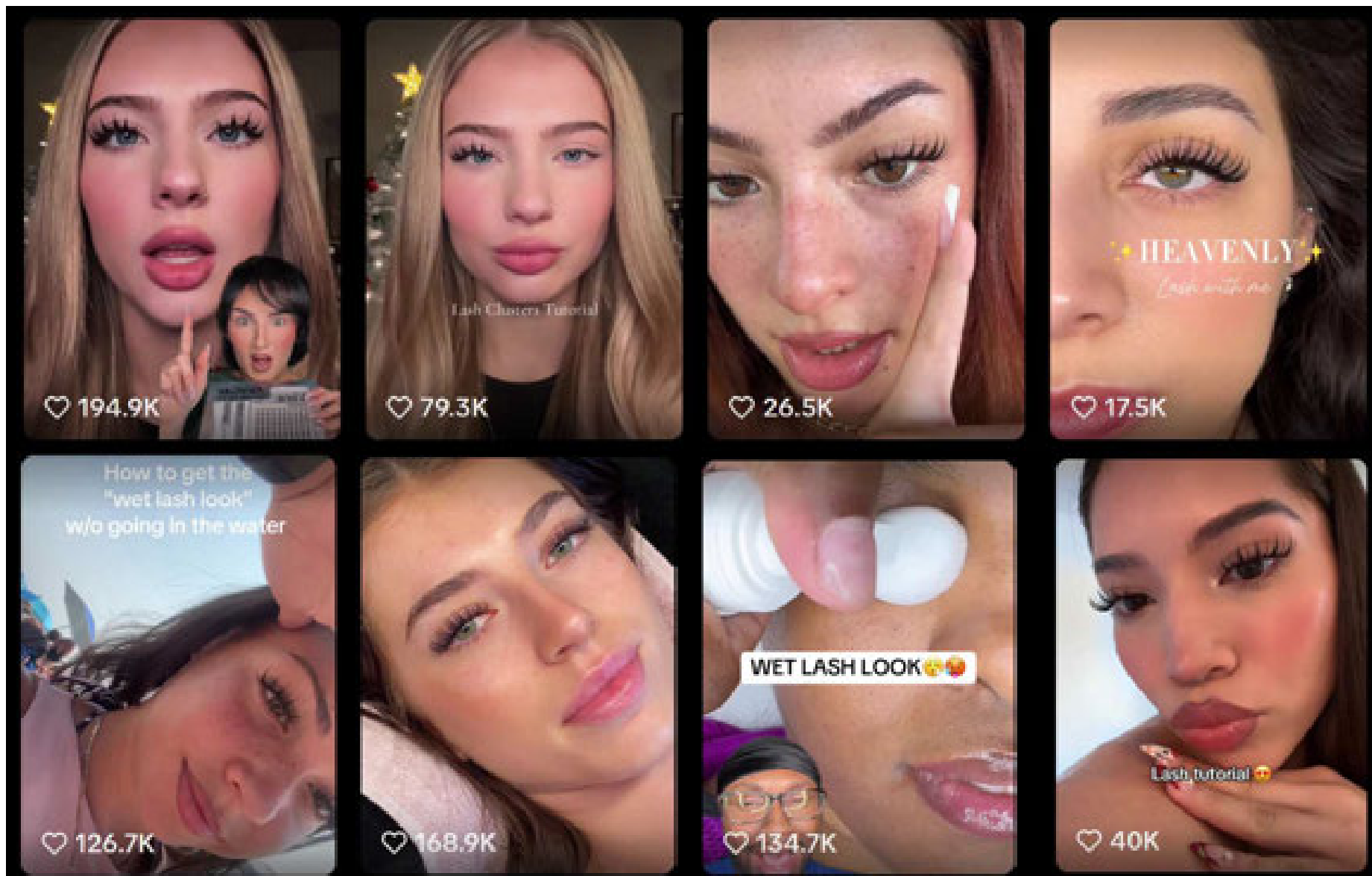
brown mascara It's suitable for any makeup look



#Wet lash look

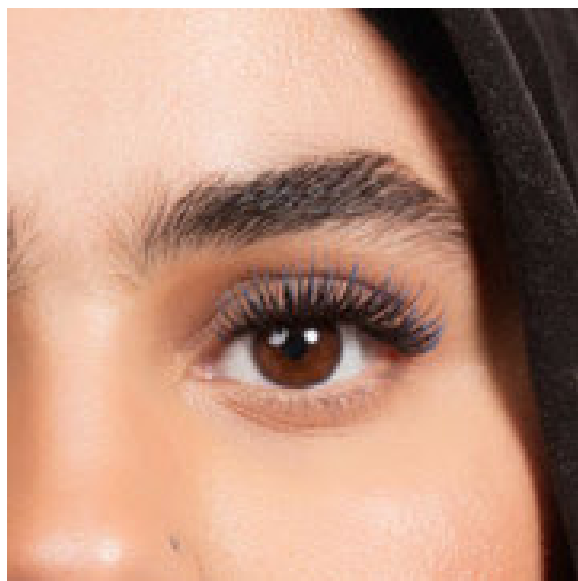
More edgy and defined

- ✓ Spiky definition
- ✓ Glossy finish
- ✓ Dark & defined
- ✓ Piecey texture



#Wet lash look

Wet / Glossy /
Spiky / Defined



WGSN TREND

WGSN

Forecast summary

Key opportunities and strategies

- Incorporation of **technology in lash extensions** for enhanced comfort and durability
- Integration of **lash care into daily routines**, similar to skincare, with products like eye-safe make-up removers and lash cleansers

Market insights

- The global lash extension market is experiencing a **6.95% CAGR** from 2024 to 2031
- 21% of UK consumers have shifted from professional treatments to **DIY lash extension alternatives**

Brands to watch

- **TAD**: Innovating with 3D-printed lashes for improved durability and comfort
- **BORBOLETA**: Optimising lash care with hydrating and conditioning products
- **Bonded**: Revolutionising lash routines with damage-free, man-made fibre extensions

#Summary

Trend Driver	EMEA Focus	NAM Focus	TIP Stage
DIY/At-Home Solutions	High	High	Invest-Expand
Health & Safety	High	High	Invest
Natural Aesthetics	Growing	Growing	Invest
Expressive/Custom Looks	Moderate	Moderate	Test-Invest
Tech & Sustainability	Emerging	Emerging	Test-Invest

Ones to Watch 2026: Next Gen Lash Solutions

Lash care, mascaras and extensions are evolving as brands cater to growing sentiments for health-led, damage-free routines.



#1 Shift to DIY & At-Home Solutions

Proof points

Growing lash extension
market

▲ 6.95% CAGR

2024-2031

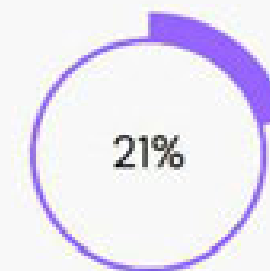
WGSN.com

The global lash extension market is on the rise ([Verified Market Research](#)). Lash extensions available in strips, clusters and individuals will enable users to personalise their looks, alongside aesthetic-led options from barely there wisps to full-volume iterations



[#EyelashBlindness](#) on TikTok, following [#EyebrowBlindness](#), sees Gen Zers sharing regrets over voluminous extensions. More natural-looking, lightweight and subtle extensions are favoured

UK consumers turning to
at-home alternatives



have replaced professional beauty
treatments with DIY alternatives

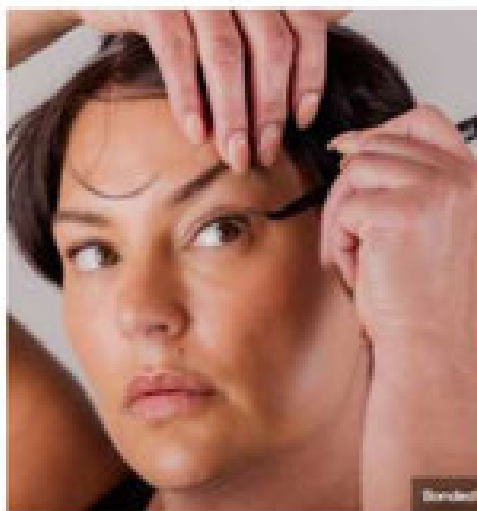
WGSN.com

In 2023, consumers reported switching to at-home alternatives to pro treatments ([Mintel](#)). This presents an opportunity for accessible, affordable and safe salon-grade lash extension alternatives

#2 Health & Safety

Damage-free lash applications

- Damage control: keeping natural lash health in mind, its no-glue lash extension system enriches classic designs with pre-bonded lashes that are easily applied with non-stick tweezers and can be removed by gently soaking them in water



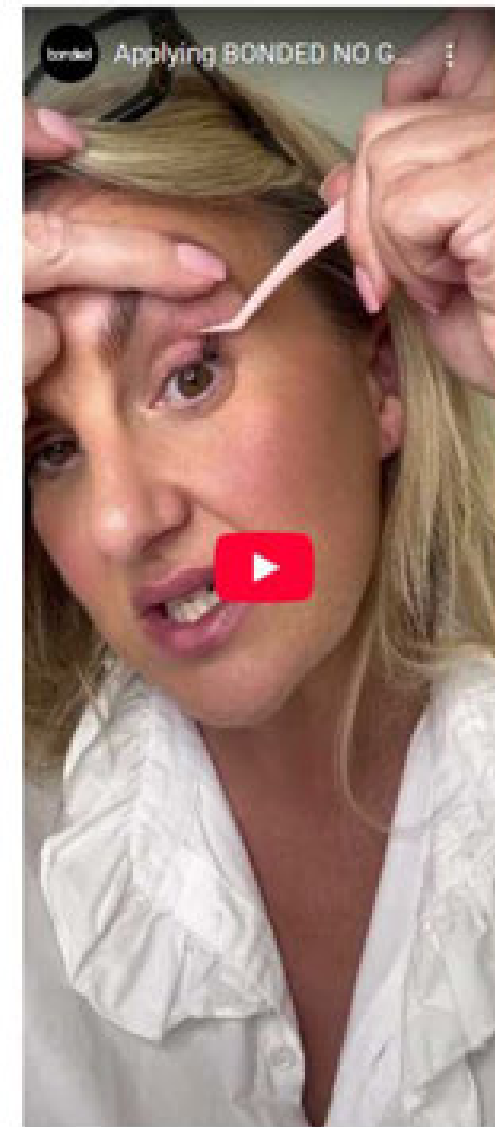
The brand caters to consumers of all ages, "from 18 to 80", ensuring easy application, comfort and longevity



Appealing to shape-shifting youth beauty subcultures, Bonded offers various lash styles, including Full Volume, Soft Volume, Natural and Spiky



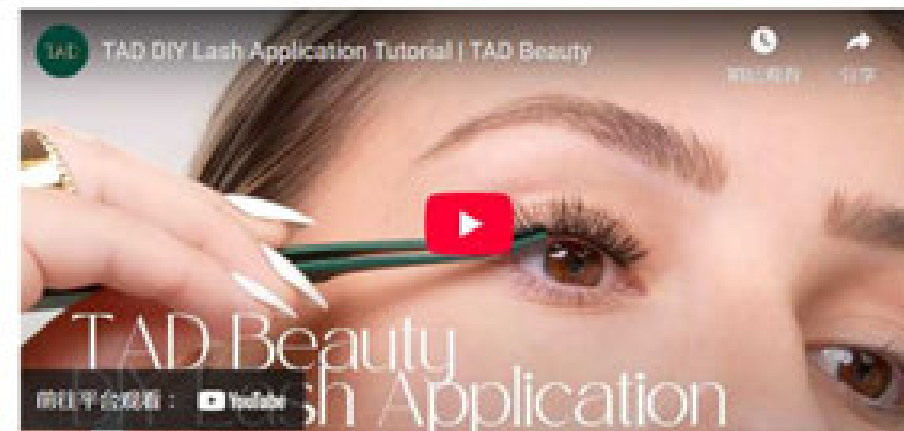
The no-glue design avoids natural lash damage by allowing the lashes to breathe compared to glue or other adhesive solutions



Ideal for time-constrained consumers, the brand delivers tutorials that showcase extension application in seconds

Tech-improved lash extensions

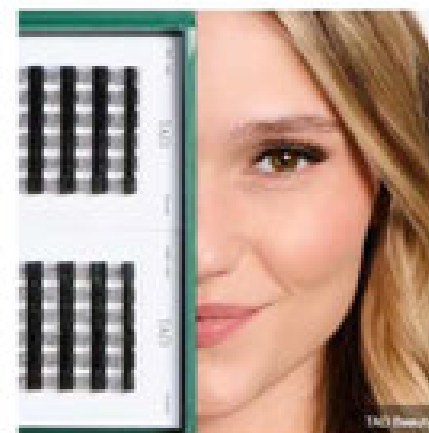
- The market is seeing the introduction of advanced technologies, such as 3D-printed lashes for comfort and durability, reusable and refillable applicators, and eco-friendly materials. These innovations address both performance and sustainability concerns.



TAD's patent-pending 3D design has Wrapping Technology and a comb-like microstructure that hugs natural lashes and distributes the adhesive. Unlike formats that overlap natural lashes, it reimagines traditional beauty designs using collaboration to improve consumer pain points.



The extensions come in four styles: Mini, Midi, Maxi and Mega. The lashes last 3-7 days and are ideal for 'lazy' beauty routines.



By 3D printing the extensions, TAD can print the lashes in various angles and directions for a more natural look and custom personalization.



The metal structure of the mascara wand makes it easier to clean and inhibits bacterial growth.

Lash care as skincare

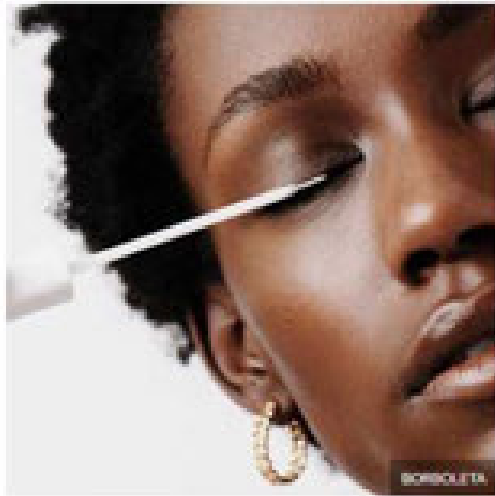
- Introduce lash care into routines with eye-safe make-up removers and lash cleansers
- US-based BORBOLETA optimises lash care for natural lash health and extension longevity.



The Clean Swoop Brush can be used with BORBOLETA's Break Down Makeup Remover and its Lash Bath Cleanser to avoid tugging and unwanted lash loss. Shoppers can choose a gel or foam cleanser for added sensorial benefits



Drawing on the cleanser renaissance, the Lash Bath cleanser hydrates the eyes for pre-strengthening and conditioning



The Lash Serum is ophthalmologist-tested, appealing to tech-driven impactologists. Biotin, keratin and peptides condition lashes while pumpkin seed extract adds volume



Designed to reappear in the bathroom, the Clean Swoop Brush comes with a custom drying rack to store it in between uses

#5 Natural Aesthetics

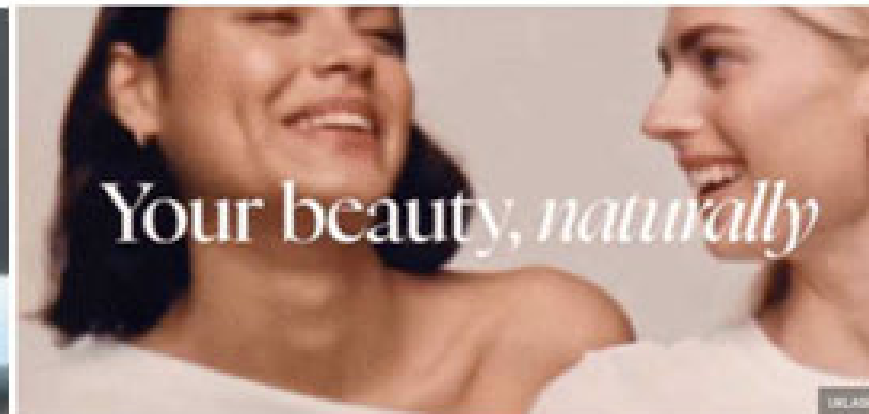
WGSN

Enhancing natural lashes

Gen Z consumers are moving away from heavy, voluminous extensions, favoring more natural-looking, lightweight, and subtle lash enhancements. The trend of “eyelash blindness” on TikTok reflects regret over overly dramatic extensions, further fueling this shift.



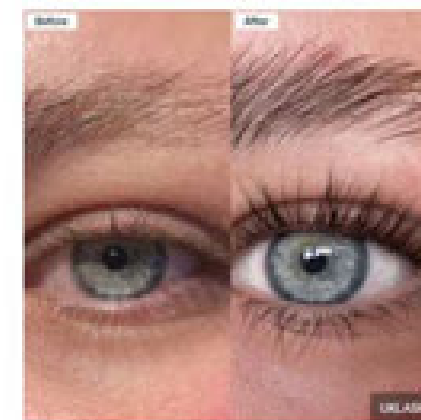
#EyelashBlindness on TikTok, following #EyebrowBlindness, sees Gen Zers sharing regrets over voluminous extensions. More natural-looking, lightweight and subtle extensions are favoured



UBLASH celebrates “natural beauty and the power we have to enhance it”. Alongside its serums and mascaras, its Lash and Brow Wash extends eye-care routines. The scientifically proven ocular-safe, fully waterproof make-up and build-up



UBLASH offers three eyelash serums for different needs. The Complex Peptide Eyelash Serum includes a “recoiling” peptide, ideal for those with lash loss



Before and after photos supercharge the brand's specialist appeal, using performance-driven results to gain trust

Our Observation

New Product Directions for Lash Brands

◆ Lash Value Sets Are Rising

Lash sets with many pieces are becoming more popular.

These sets include:

- All in one lashes system(lashes+tools + glue...)
DIY lash clusters in different lengths
- Pre-mapper lashes set

This helps customers build their own lash look easily.

◆ Glue-Free Reusable Lashes

- Glue-free lashes are easy to use and reusable.
Popular with younger users

◆ Trending Lash Styles

More styles are trending, like:

- Cat-eye
- Wet lash look——Delivers a glossy, “just-stepped-out-of-the-pool” effect
- New color lashes for Chocolate / Ombre gradient / Colorful innovation
Which great for DIY styling.

Key Insights

◆ Value Lash Kits set Are Hot

- All in one lashes system
- Lash kits with 60–150 lash clusters or multiple lash pairs sell well.
They offer good value and can be used for many looks.

◆ DIY Lash Styles Are Growing

More people are mixing:

- Different lengths
- More eyelash colors to choose
- Glue-free and glue-on styles
to create their own custom lashes.

◆ Prioritize User Experience

Pre-designed cluster lash / Easy /
Beginner-friendly

High-end

Brand

LASHIFY

PRO LASH

OWN
BEAUTY ESSENTIALS

bonded

Lilly LASHES

MAC

SILLY GEORGE

VELOUR

NEW **WET LASH**

Wet lash look—Trend driven
Glossy. Spiky. Drenched in glam.

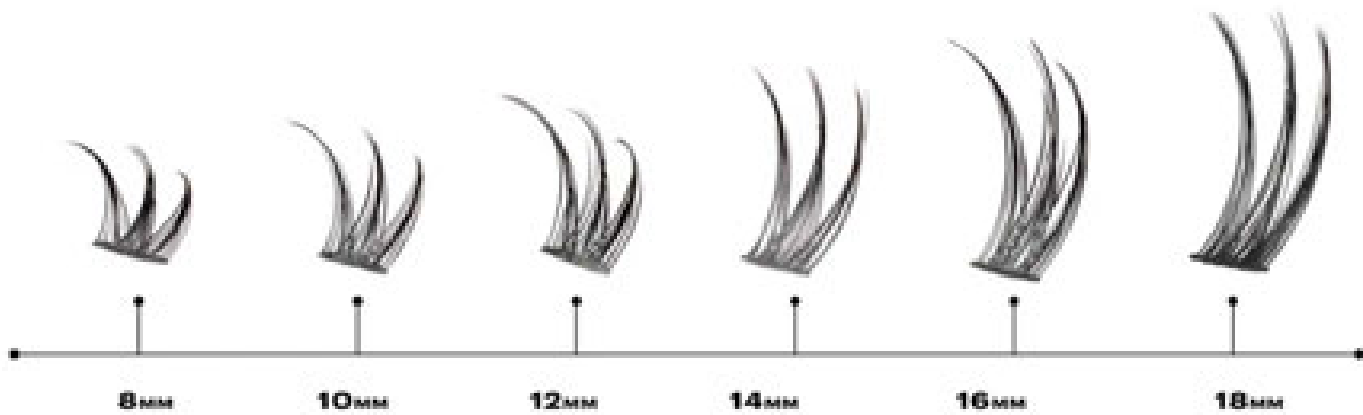


WHY WE LOVE IT

- ✓ Delivers a glossy, “just-stepped-out-of-the-pool” effect
- ✓ Creates the coveted “wet look” — glossy, separated, and effortlessly glam
- ✓ Soft, flexible, and lightweight despite its bold finish

THE W GOSSAMER® LASH

LENGTHS: 8MM 10MM 12MM 14MM 16MM 18MM



NEW WET LASH



Wet lash look——Trend driven

✓ Available in Black and Chocolate

Same style and length

\$12.50

Box Price

\$25

Retail

Wet Gossamer® Lash



<https://www.lashify.com/products/wet-gossamer-lash?variant=43237325340783>

CHOCOLATE
GOSSAMER LASH
CLUSTER

NEW **SWAY STAX™ GOSSAMER® LASH**——Function innovation

Layerable / Wispy / Airy / Buildable volume

\$18.70
Member X
\$22
Retail
SWAY STAX™ GOSSAMER® LASH

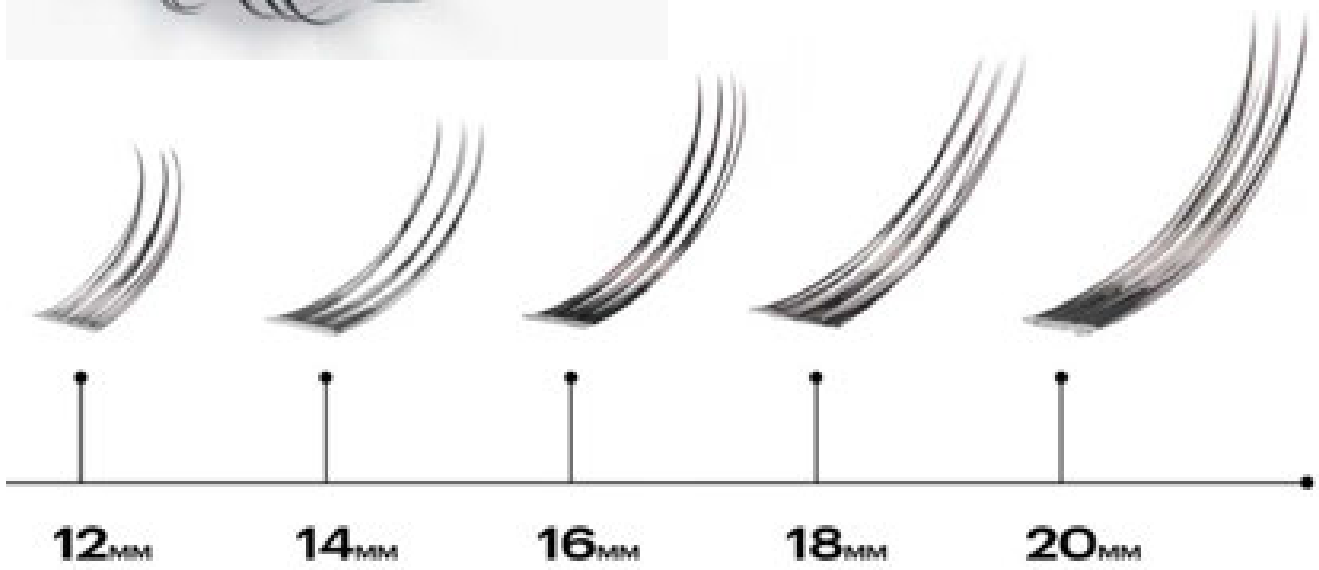


Same style and length



A LITTLE SWAY GOES A LONG WAY.

- ✓ Angled stacking lash,designed to elevate any lash set
- ✓ Worn on its own with just a few overlapped at the ends for that perfectly undone, cool-girl finish.



<https://www.lashify.com/products/limited-release-sway-stax-collection?variant=44065378009199>

NEW **PREMAPPED GOSSAMER® LASHES**——User experience

Pre-designed / Easy / Beginner-friendly

Beginner-friendly and designed to flatter every eye shape, these pre-mapped sets make flawless lashes effortless.

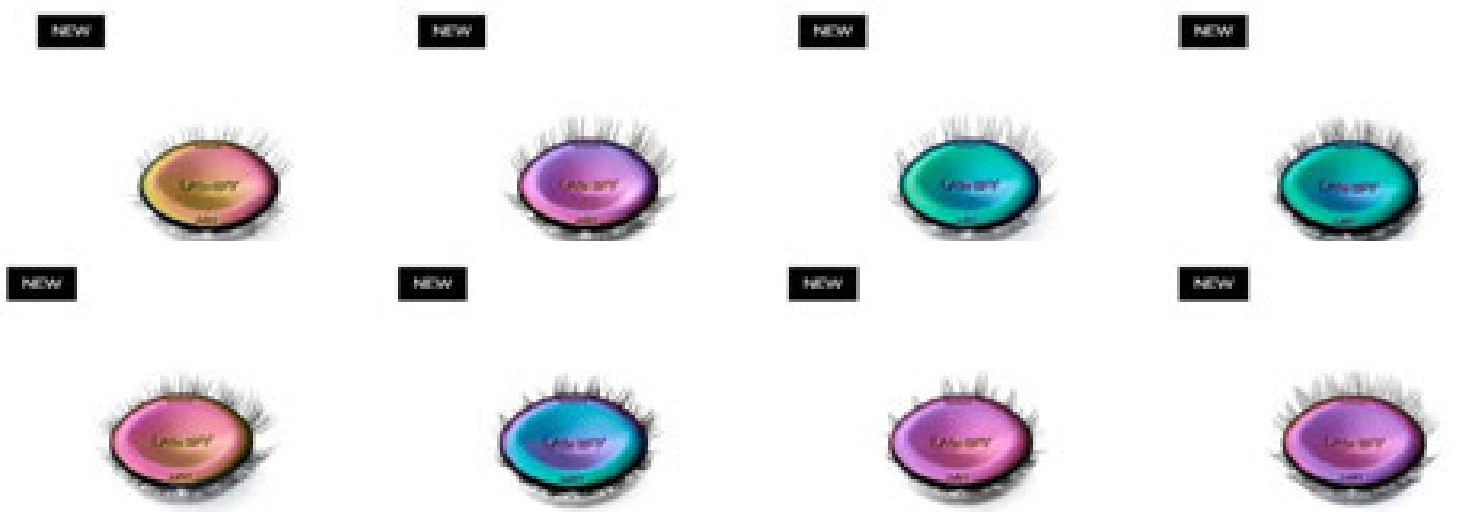






\$23.80 15% OFF
Member X

\$28
Retail



NEW—— COLOR CHOCOLATE

CHOCOLATE GOSSAMER LASH
 VELVET CHOCOLATE
 FLUFFY LITE CHOCOLATE
 FFS CHOCOLATE
 WET LASH CHOCOLATE



<https://www.lashify.com/search?options%5Bprefix%5D=last&page=2&q=CHOCOLATE+GOSSAMER+LASH&type=product>

NEW—— COLOR **PREMAPPED**

OMBRE BLUE GOSSAMER LASH COLLECTION
Ombre gradient



- ✓ Volume
- ✓ Ombre gradient
- ✓ Winged lash map



NEW—— COLOR



ROYAL KIM BLUE



TEAL



PINK



LAVENDER



RED



SILVER

Editorial Prismatic

- ✓ Dive into a whole new world of lashes with colorful innovation.
- ✓ Each bundle contains the lengths 12mm, 14mm, & 16mm.

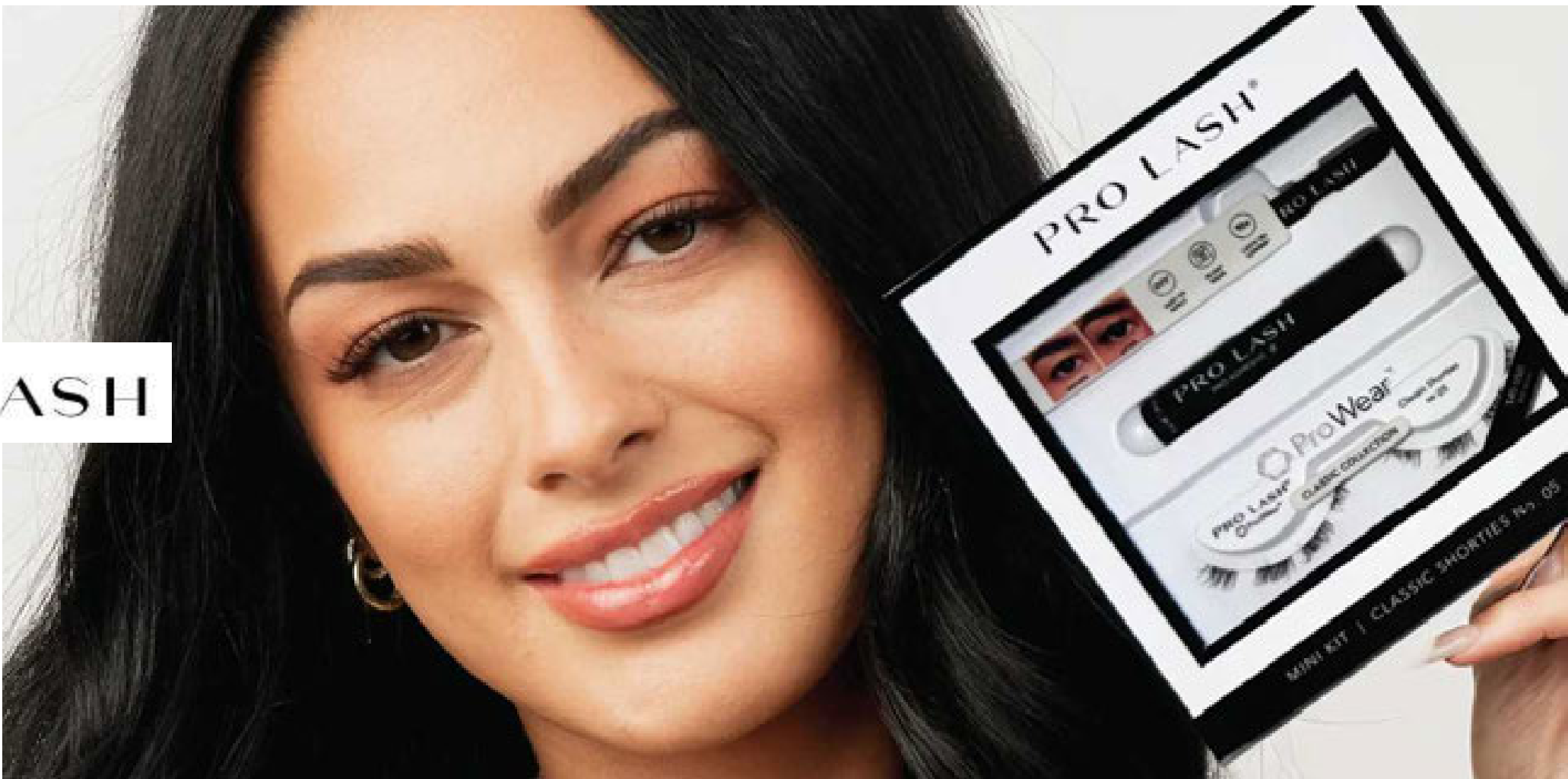


EDITORIAL PRISMATICS PRIDE BUNDLES

\$30.60 15% OFF
Member X

\$36 \$60 40% OFF
Retail

PRO LASH



★★★★★ 49 Reviews

Single Lash Set - ProWear™

\$25.00

Pre-applied Adhesive



ProWear™ VS Soft Wear™

Know the Difference

	Pro Wear	Soft Wear
Ease of Application	Easiest	Easy (+1 Extra Step)
Application Time	Fastest	Average
Maximum Wear	10+ Days	7 Days
Lash Weight	Light	Lightest
Reusable	No	Yes

SOFTWARE™

PRO LASH

Starter Kit

starting at \$65.00



10-DAY
WEAR



EASY TO
APPLY



1 MONTH
SUPPLY



LASTS 10X
LONGER



- 3 sets of ProWear™ Lashes (or a 30+ day supply)
- 4.5 mL Pro Lock™ Adhesive:
- Pro Tweezers: Patent-pending teflon coated tweezers for no-mess application and removal
- Lash Remover



<https://prolash.com/products/starter-kit-1?variant=46781347856628>

Mini Kit

SOFTWARE™

PRO LASH

Single Set of Lashes
Try out one set of lashes before buying our bigger starter kit.

Perfect for Travel
Just the right size to keep in your bag and have easily accessible.

Reusable
After you finish the lashes in this box, you can replace them with any style you have on hand!

THE MINI KIT
CLASSIC - 01

\$40.00

Everything You Need
To Apply and Remove Your Lashes in Minutes

ONE SET OF SOFTWARE™ CLEAN GIRL LASHES
Our lightest lashes for your cleanest look.

MINI ADHESIVE
Gentle adhesive creates a secure, flexible hold.

MINI TWEEZERS
Patent-pending, teflon coated Pro Tweezers for no-mess application and removal.

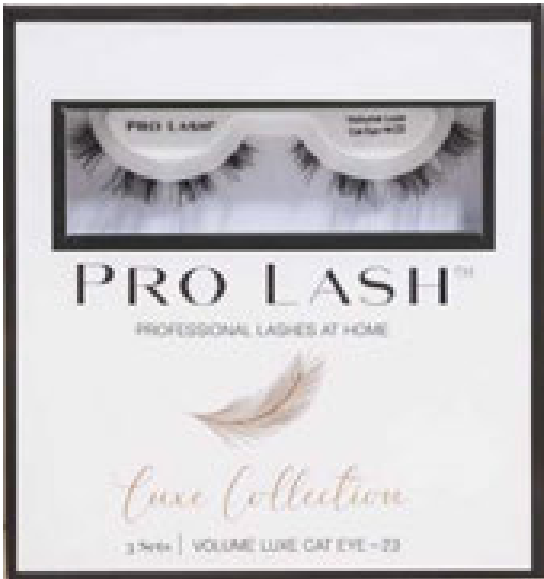
MINI KIT | NATURAL ORIGINAL No. 35

\$30.00

SOFTWARE™

PRO LASH

3 Sets
— Same stly design



Natural



Classic

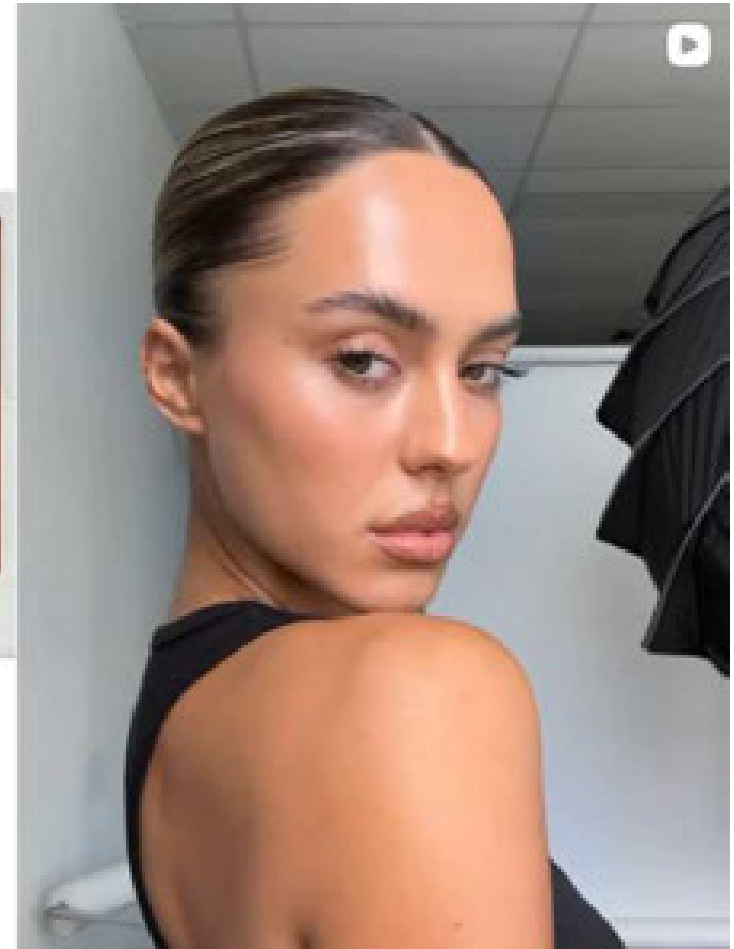


Volume



Mega Volume

A beauty brand centred around natural looking lashes that enhance and elongate the eye.



CORNER LASH \$40.00

CORNER LASH - TWO PAIRS

Enhance the eye by focusing on the outer corner and elongating the eye.

Glue is sold separately



<https://ownbeauty.com.au/collections/corner-lashes>

CORNERS



OWN
BEAUTY ESSENTIALS

CORNER LASH



CLUSTER LASH \$50.00

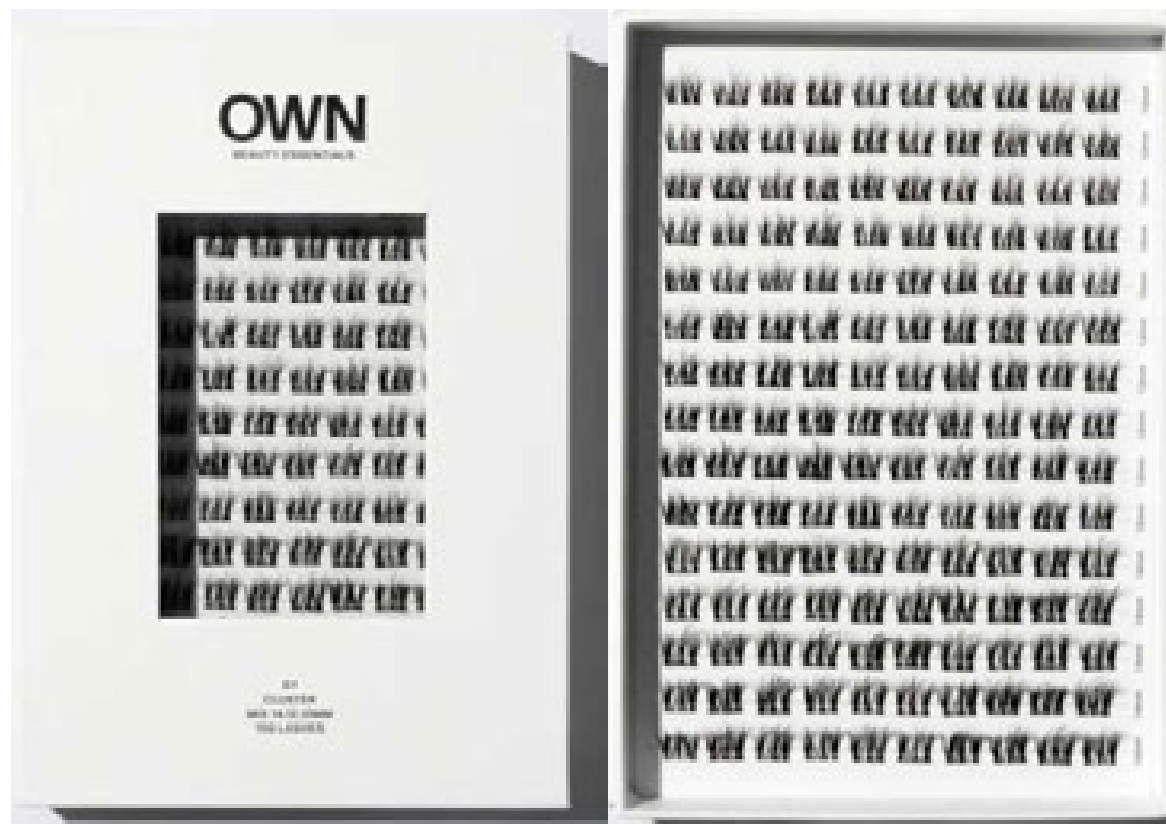
OWN
BEAUTY ESSENTIALS

150 fluffy clusters

Mix size in a box of 10,12,14mm.

— **Same stly design**

Glue is sold separately

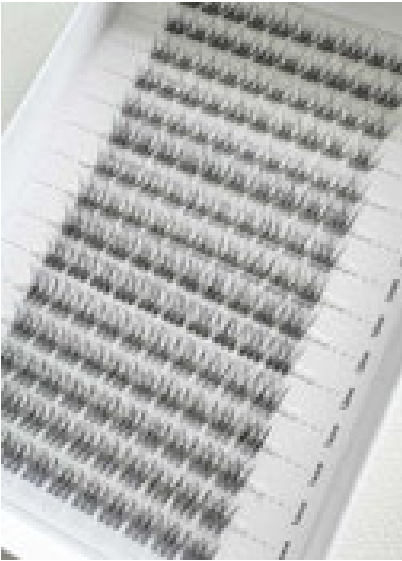
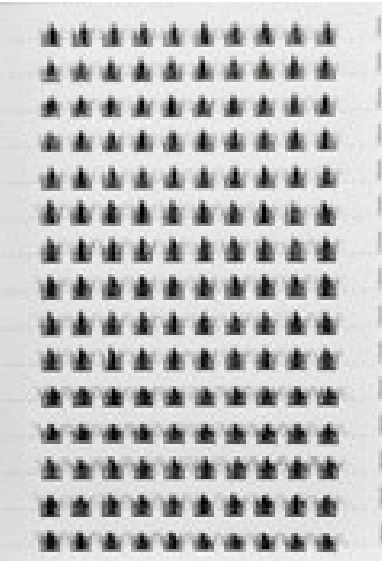
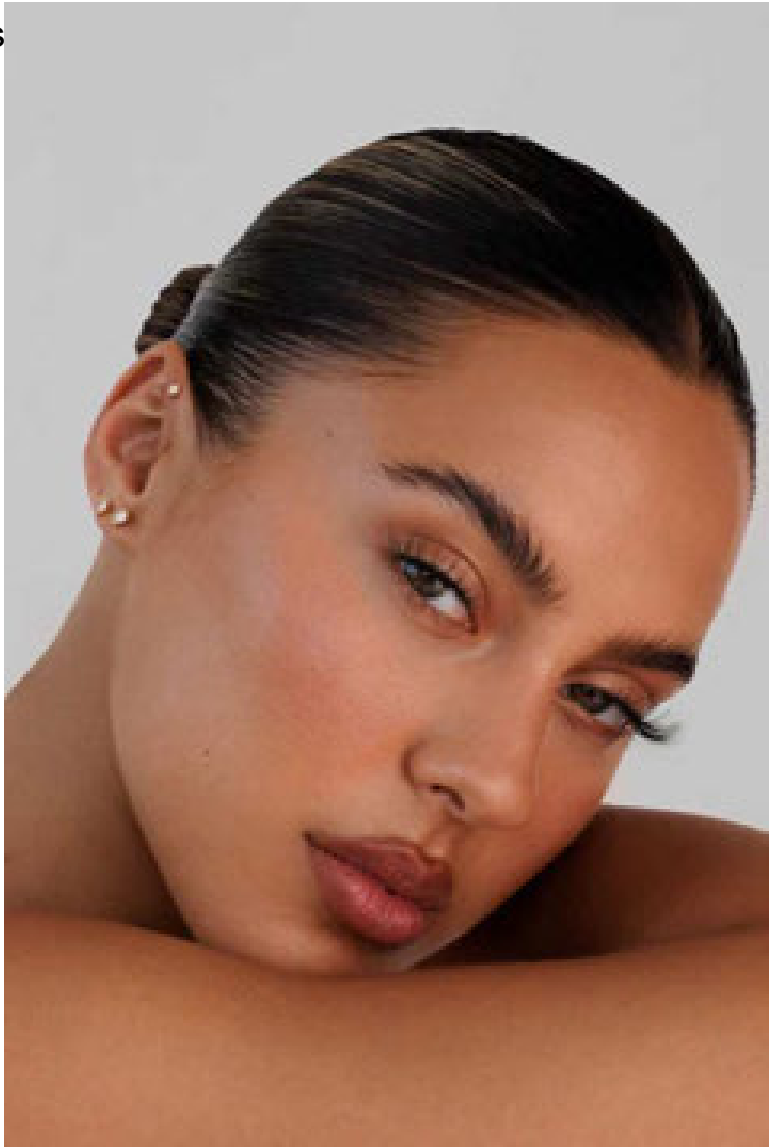


<https://ownbeauty.com.au/collections/cluster-lashes>

CLUSTER LASH \$50.00

— Same stly design

Available in 3 box sizes
10mm + 12mm
14mm + 16mm
MIX 10-12-14mm



INDIVIDUALS LASHES \$50.00

— Same stly design

Available in sizes
8,10,12,14mm
Mix box of 10,12,14mm
280 / 560 LASHES



<https://ownbeauty.com.au/collections/lashes>

WING — OUTER CORNER LASH

bonded

- NO GLUE LASHES

The Wing – Effortless Lift, Unmatched Ease

DESIGNED TO ENHANCE THE OUTER CORNER OF YOUR EYE WITH A SLEEK, MODERN FLICK.



WING XTEND - BLACK

~~\$37.00~~ \$28.00



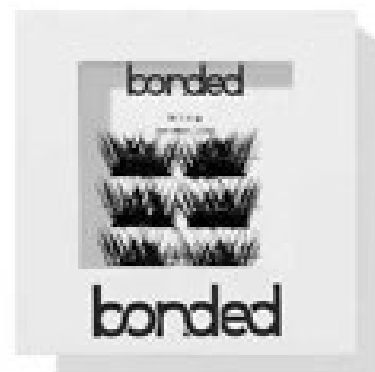
MINI WING - BLACK - CLEAR LONG
LASTING BOND

~~\$26.00~~ \$24.00



MINI WING - BROWN

\$24.00



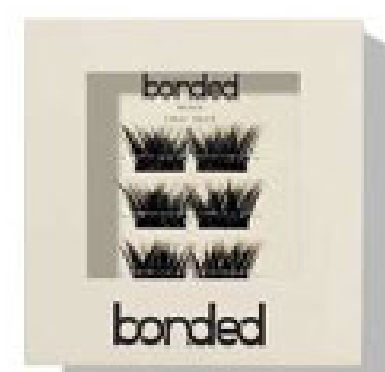
WING - X LONG

\$22.00



WING - SHORT

\$22.00



WING - LONG

\$22.00

<https://www.bondedlashes.com/collections/wing-no-glue-lashes>

NO GLUE LASHES



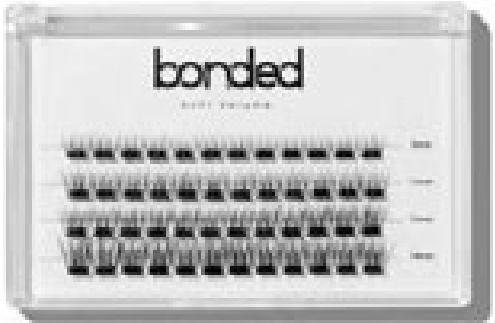
Why our customers love
Fast, effortless at-home application
EASY PRESS ON APPLICATION



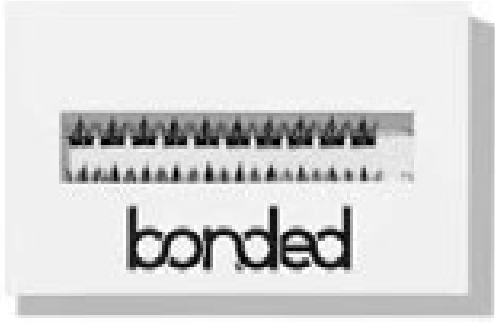
<https://www.bondedlashes.com/products/the-soft-volume>



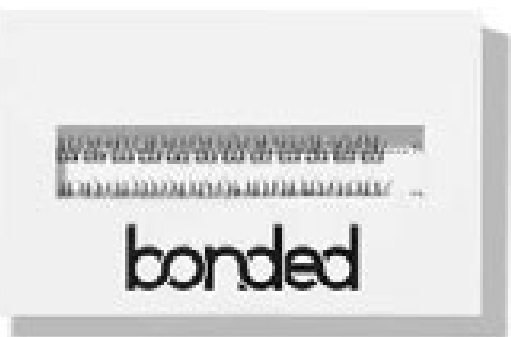
clear pre glue



SOFT VOLUME
~~\$35.00~~ \$25.00



SPIKY
~~\$35.00~~ \$25.00



NATURAL
~~\$35.00~~ \$25.00



FULL VOLUME
~~\$35.00~~ \$25.00

WING - NO GLUE LASHES

bonded

SOFT BROWN PRE GLUED LASHES - LIMITED EDITION

~~\$32.00~~ \$27.00 -16%

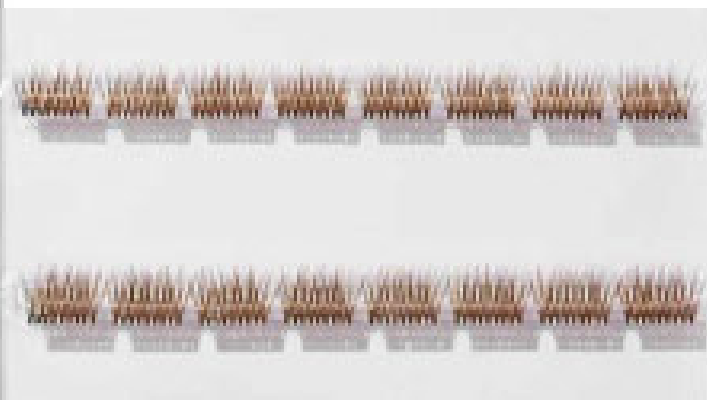
Standard 40 lashes per pair



bonded

DESIGNED WITH A WIDE BASE AND CLEAR BOND

- Soft & Lightweight: Ultra-fine fibres for a delicate, airy feel
- Wide Base & Clear Bond: Seamlessly blends into your lash line
- Flattering Curl: Lifts and opens the eyes effortlessly



FEATHERY

~~\$25.00~~ \$14.00 -44%

Tax included. Shipping calculated at checkout.

Light, airy, and beautifully effortless.



bonded

NEW

Self-Adhesive-clusters



SELF-ADHESIVE TOPPERS

EdgyAccents

£20

Pre-glued clusters that layer on top of lashes



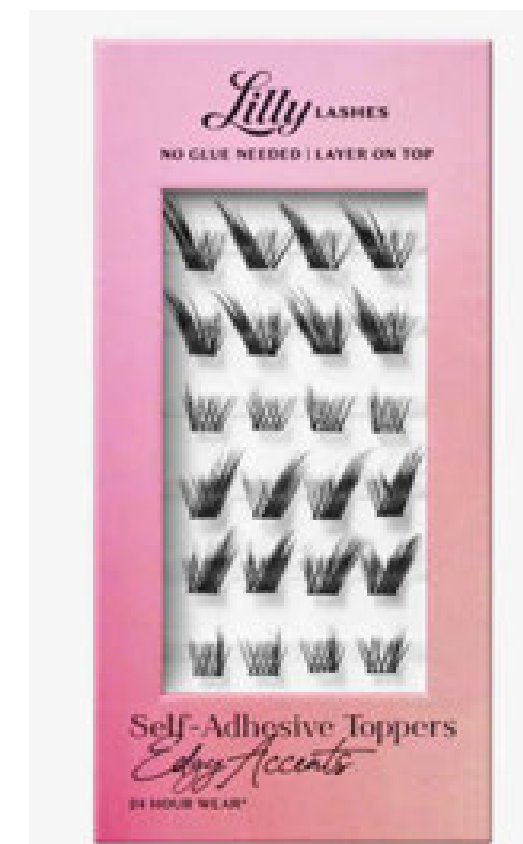
- **SELF-ADHESIVE TOPPERS**
- **Pre-glued clusters that layer on top of lashes**

3 lengths to mix + match:

8 clusters – 14mm

8 clusters – 12mm

8 clusters – 10mm



NEW

Glue On-Strips

Lilly LASHES



3D FAUX MINK

The Wedding Lash Faux Mink

Semi-Bold Volume + Long Length

\$24

<https://lillylashes.com/products/the-wedding-lash-faux-mink>

NATURAL —Brown Lashes



M·A·C LASH / 33
INGENUE LASH \$16.00



M·A·C LASH / 36
DREAMGIRL LASH



M·A·C LASH / 48
SHOW-OFF LASH



Pop-On Lashes

Wispy, Subtle, & Soft Pre-Glued Lash Clusters



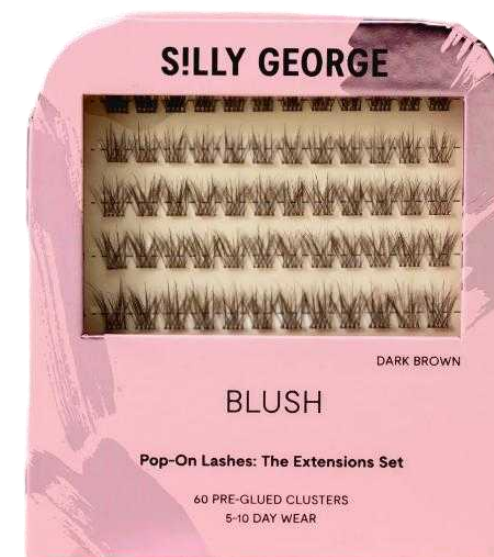
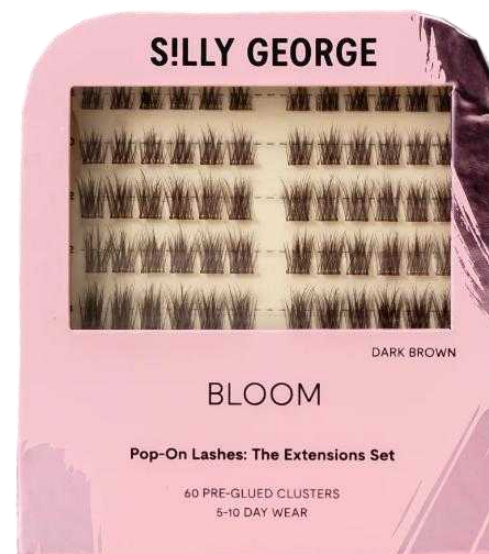
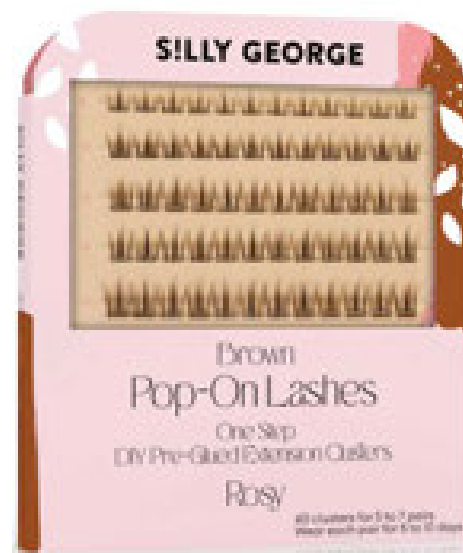
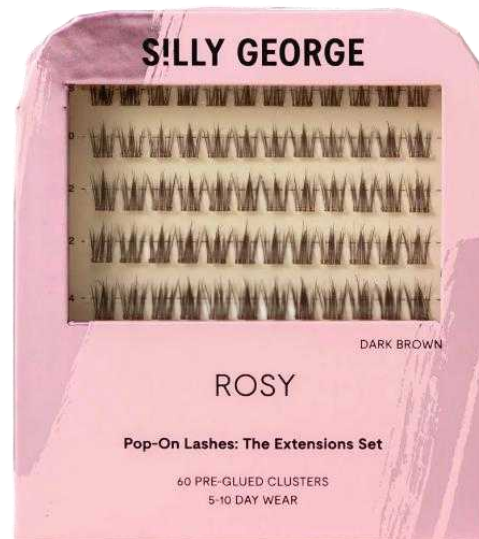
POP-ON LASHES®

NEW—— COLOR **CHOCOLATE**

SELECT COLOR
— Dark Brown
— Light Brown



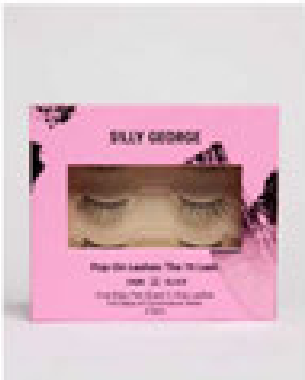
\$43



Pop-On Lashes

S!LLY GEORGE

Under-lash——*Pre-Glued strip lashes*



Dawn | Pop-On Lashes: The 75 Lash
\$25



Sunrise | Pop-On Lashes: The 75 Lash
\$25



Moonrise | Pop-On Lashes: The 75+ Lash
\$25



Dusk | Pop-On Lashes: The 75+ Lash
\$25

NEW Self-Adhesive-Clusters

VELOUR



Self-Stick

Velour x CGonzalez Beauty Self-Stick Lash Clusters

Natural, Customizable, Clusters: 10-12mm

\$22



- ✓ NO GLUE NEEDED
- ✓ ALL-DAY HOLD*
- ✓ PREMIUM QUALITY FIBRES
- ✓ EASY REMOVAL
- ✓ UNDER LASH APPLICATION
- ✓ VEGAN & CRUELTY-FREE

*Based on a consumer perception study

cat-eye, doe-eye or lash extension effect



NEW V by Velour



+15+ MULTI-WEAR
with proper care

PLANT-BASED FIBRES

BIODEGRADABLE LASHES

COMFORTABLE & LIGHTWEIGHT

Will degrade by 53%
in 105 days per ISO
14655 testing method



You Are The Trend

+15+ MULTI-WEAR
with proper care

COMFORTABLE & LIGHTWEIGHT

VEGAN & CRUELTY-FREE

FLUFFY & WISPY



STRETCH-FIT TECHNOLOGY

CONTOUR FIT ALL EYE SHAPES

+15+ MULTI-WEAR
with proper care

COMFORTABLE & LIGHTWEIGHT

NEW Glue On- Cluster Lash Kit

VELOUR



Velour-Xtensions™

Velour-Xtensions™ Lash Kit

Velour-Xtensions™ Lash Clusters + Bond + Remover

\$38

<https://velourbeauty.com/products/velour-xtensions-kit>

All-in-One At-Home Lash System

NEW & IMPROVED KIT

NEW ADHESIVE UP TO 10 DAY WEAR

NEW REMOVER

4 x SHORT

4 x MEDIUM

4 x LONG

1 HYBRID LASH CLUSTERS

2 MULTI-DAY LASH BOND

3 TOO REAL EXTENSION TOOL

4 VELOUR-XTENSIONS™ REMOVER

10 New and Improved Bond for 10-day Wear*

Dermatologist & Ophthalmologist Tested Lash Bond

10 Minute Application vs. 2 Hours at Salon

Includes Remover Spray

Vegan & Cruelty-Free

*With proper care, based on consumer perception study of 40 respondents.

HOW TO REMOVE

Spray 1-2 pumps of **Velour-Xtensions™ Remover** onto a cotton pad. Then hold the pad over your eyelid and lashes for a few seconds to loosen the bond before sliding off Velour-Xtensions™ Lash Clusters.

Mid-range

Brand



KISS



TATTI LASHES

NEW Self-Adhesive-Clusters

ARDELL®

Press On Underlash

- ✓ Underlash placement keeps the bands hidden from sight
- ✓ Lash-on-lash application eliminates contact with skin

No glue, no sticky mess, no waiting for glue to dry

30ct / 60ct / 100ct



NEW Glue On-Clusters

ARDELL®

Pre-Mapped Extensions

Pre-mapped

-Top salon-inspired styles,
designed & mapped out by
a professional lash artist



Pre-Mapped Extensions
Cat Eye 4 Pack

SKU: 37990

\$16.00



NEW Glue On-Strips

Nourish Lashes

**Band Infused with
PEPTIDES+ NIACINAMIDE + BIOTIN**

Nourish Lash, featuring a breakthrough band that's infused with care to nourish as you wear.

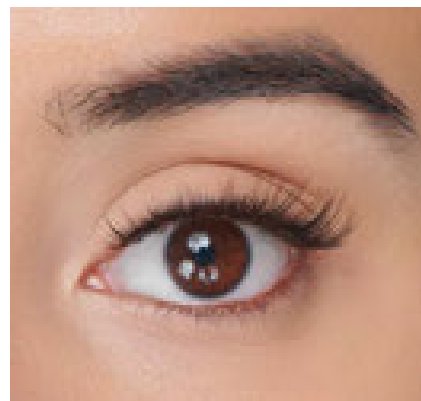
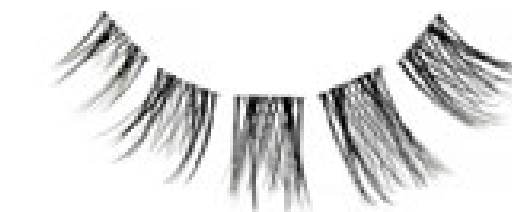
\$5.99



<https://ardellshop.com/collections/nourish>

NEW Glue On-Clusters

KISS



Pearl Earring | 60 Clusters

***** (5)

110 mm

This trend is about flawlessly imperfect lashes, featuring uneven, sparsely distributed lash patterns for a remarkably natural look.

NEW Glue On-Strips

KISS



Fluffy Natural | 5 Pairs

So Natural | 10mm-12mm

☆☆☆☆☆ (0)

\$11.99



Shy Natural | 5 Pairs

So Natural | 8mm-10mm

☆☆☆☆☆ (0)

\$11.99

kiss so natural false eyelashes

- ✓ Soft Natural Look
- ✓ Airy Lightweight Comfort
- ✓ Ultra-Thin Fibers
- ✓ Effortless everyday wear
- ✓ Semi-Matte Finish

NEW Glue On -Strips value-priced

Premium faux mink fibers with natural shine

Lash Couture | Matte Black | 8mm-16mm \$18.99

Matte Lace | 4 Pairs

value-priced 4 pair multipack



Lash Couture | Masterpiece | 7mm-16mm

Reve | 3 Pairs \$20.99

- ✓ value-priced 3-pair multi-pack
- ✓ 3D diffused false eyelashes



NEW Lash Adhesive

KISS

Superflex Latex Strip Lash Adhesive (Clear)

SUPERFLEX
STRIP LASH ADHESIVE

- ✓ STRONG, FLEXIBLE HOLD KEEPS STRIP LASHES SECURE
- ✓ FINE-TIP BRUSH-ON APPLICATOR
- ✓ PERFECT FOR ANY STYLE OF FALSE EYELASHES
- ✓ FLAWLESS, LASTING FINISH WITH NO DAMAGE TO NATURAL LASHES

Superflex Latex Strip Lash Adhesive
Superflex | Strip Lash Adhesive | Brush on Applicator

★★★★☆ (1)

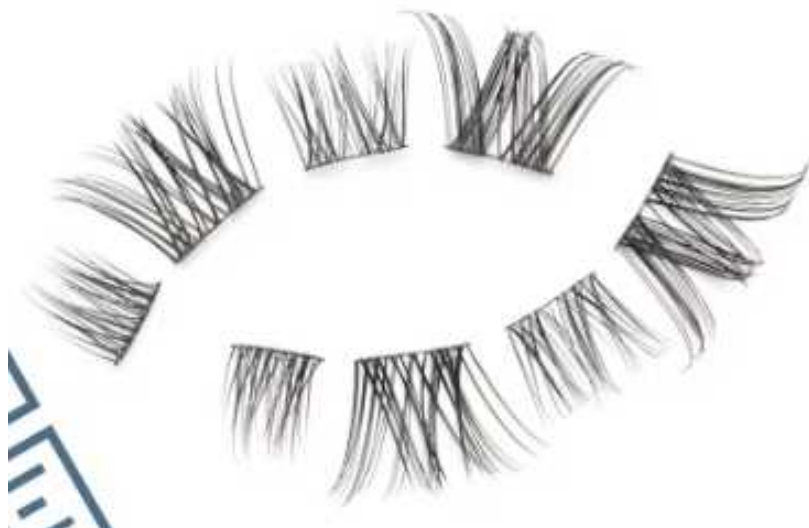
\$6.99



NEW

Mixed Eyelash Cluster Kit

with 4 Cluster Styles!



Eylure

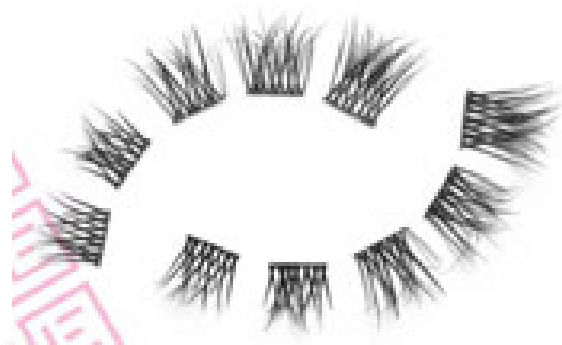
Mixed Eyelash Cluster Kit with 4 Cluster Styles

★★★★★ 4.7 (31)

\$14.99



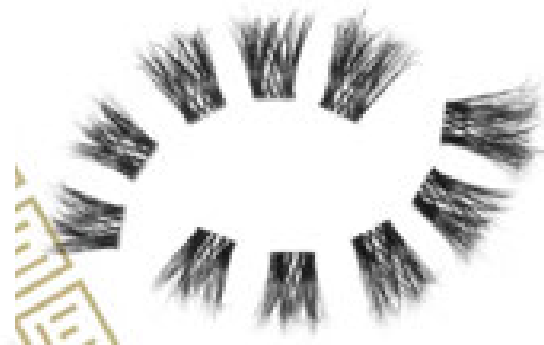
NEW


EYLURE
LONDON

New



Eylure
Fluffy Faux Mink Individual Cluster Eyelashes
\$8.99



New



Eylure
Luxe Faux Mink Mega Volume Eyelash Clusters
Value Pack
\$17.99



New



Eylure
Volume & Curl No.135 Classic Extension Look
Eyelashes
\$8.99



New

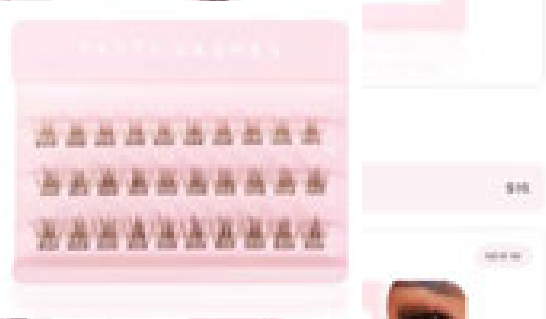


Eylure
Faux Mink No.098 False Eyelashes, Fox Eye
Look
\$12.99

NEW Brown lash style

TATTI LASHES

Pre Glued-Clusters



Chocolate
1-Step-Press™
Add to bag \$16



NEW Glue On-**Strips**

TATTI LASHES



Essentials Collection



Extra Volume

\$11.00

Essentials Collection

Introducing our new Extra Volume strip lash- allowing you to achieve the perfect 3D volume, full wispy effect look with a subtle wing for a glam look.

Introducing our new **Extra Volume strip lash**- allowing you to achieve the perfect 3D volume, full wispy effect look with a subtle wing for a glam look.

NEW Value Pack

TATTI LASHES



Pre-Glued Half Lash Ultimate Bundle
Lash Bundle

Add to bag \$82 \$50



Pre-Glued Half Lash Kit
Lash Bundle

Add to bag \$52 \$40



Pre-Glued Half Lash Collection
Lash Bundle

Add to bag \$40 \$34

NEW Glue & Remover

TATTI LASHES



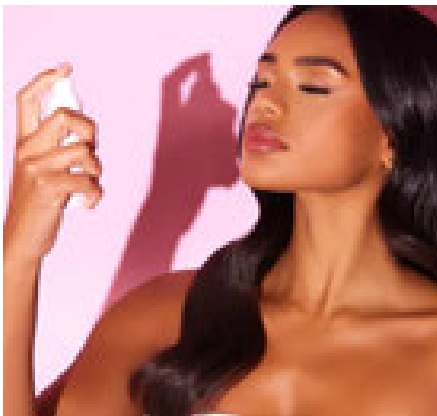
Invisi-Lash Glue & Remover Duo
Invisi-Lash

Add to bag \$25 \$23



Cleansing Mist
Invisi-Lash

Add to bag \$13



Packaging Forecast

S/S 27

Forecast S/S 27: Beauty Packaging

Packaging will embrace rich, escapist narratives and restorative tactility to enhance consumer joy.



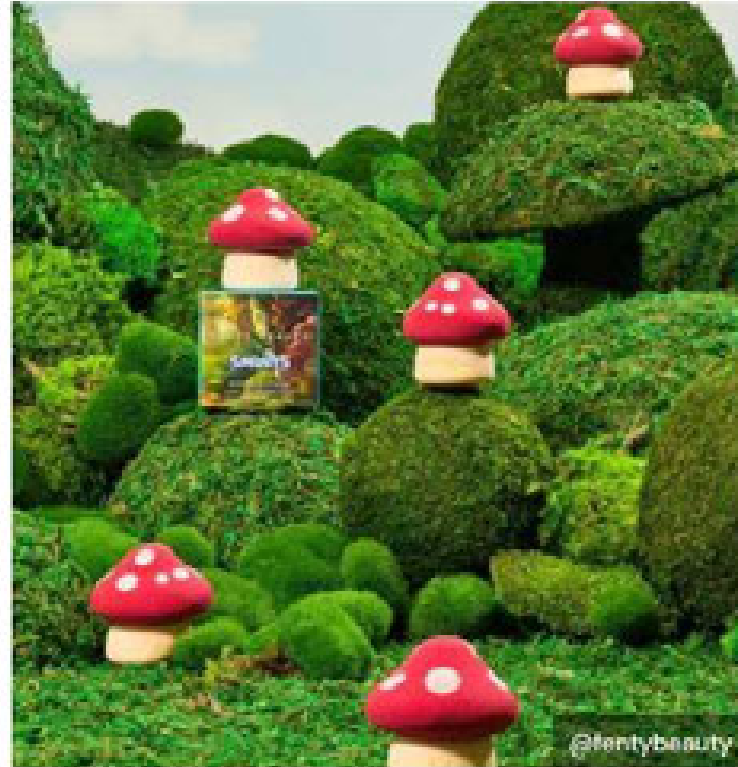
Proof points

Percentage of US consumers who are extremely or somewhat likely to make a purchase when a product triggers their nostalgia



WGSN.com

Nostalgia is driving product purchases. According to [CivicScience](#), US consumers are likely to buy a product when it triggers nostalgia, indicating that people will favour retro beauty packaging



The Play Power Big Idea will drive discovery, awe and sensoriality in beauty products. Consumers will look to packaging for playful engagement and escapism.

“

“...effective packaging is more than just aesthetic: it’s strategic. The most memorable designs tell a story, provoke emotion, or create a moment of joy.”

Rhea Cartwright, beauty consultant and columnist

WGSN.com

Described by Cartwright, packaging is a key format for telling a brand’s story or values, showcasing how crucial it is to invest in beauty packaging just as much as the product

Retro replay

Speak to the growing consumer need for comfort, joy and nostalgia through vintage aesthetics.

Packaging trend: colour, graphics, typography, form



@amuse

Amuse translates the traditional cushion compact format into a vintage aesthetic via rounded forms and retro hues.



@alternativestereo

Take inspiration from vintage make-up packaging trends like wearables. Alternative Studio's pendants are inspired by jewellery and users can attach them to keyrings.



Gucci

Add versatility to ranges with vintage edition packaging that speaks to brand heritage. Gucci Beauty's Gucci Flora compact is an ode to its famous print.

Handwritten edge

Capitalise on the consumer craving for products that feel like they have been handmade through hand-written typography.

Utilise unique effects such as foiling, airbrushing and paint strokes. See Fenty Beauty's (US) holographic font overlayed on its standard packaging typography

Packaging trend: typography, graphics



Evoking edgy aesthetics, Korean brand Joocyee Beauty uses graffiti-inspired graphics and a greyscale colour story



Entice younger generations to partake in luxury beauty by incorporating youth-centric typography. French brand Dior Beauty's Miss Dior cosmetics range speaks to Gen Z with its rebellious energy



Combine hand-touched typography with standardised fonts to create dynamic packaging. Orka blends airbrushing overlayed on a standardised sans serif font

Packaging forms in the market

Plastic storage boxes



Packaging forms in the market

Handmade cardboard boxes



Packaging forms in the market

Paper boxes

