



**HIGH CONCEPT
LOW MAINTENANCE**



**INSIDE GLOSSIER,
THE BEAUTY BRAND
WITH A CULT
FOLLOWING**



Photos by Charisse Kenion

INSIDE GLOSSIER

*the beauty
brand with a
cult following*

By: Natasha Tiku

This summer, I paid \$22 to make my face look like a freshly glazed doughnut.

For weeks, Glossier, an online-only beauty startup with a fanatical following, had been hyping a face highlighter called Haloscope by referencing Krispy Kreme's straight-out-of-the-oven look ("warm on the inside, a little wet and sculpted on the outside") in its ad copy. How had I never noticed that Original Glazed has a come-hither glow?

The desired effect is less glistening carb than Karlie Kloss on her way to barre class — i.e., someone more likely to Snapchat fried food than to eat it — but the analogy was endearing nonetheless. Twenty days after Haloscope was released, Quartz, the pearlescent pink shade, sold out. That's nothing compared to the waitlist for Boy Brow, Glossier's eyebrow po-

Fashion and beauty blogs now cover the company's font choice, packaging, product launches, and inevitable product sellouts like Apple fanboys awaiting WWDC. More than 267,000 people follow the brand on Instagram. Its signature washed-out pink has become so iconic that fans use the hashtag #glossierpink when they see the color in the wild: on a surfboard, a San Francisco Victorian, a mural in India, "aura crystals," a rosy cocktail at a rooftop bar in Chelsea. According to Emily Weiss, Glossier's 31-year-old founder, most customers come from word-of-mouth and fall into the enviable 18-to-35 age bracket. Glossier has fans in Kloss (whose Instagram selfie sporting a branded sweatshirt got 27,000 likes) and in Eva Chen, former editor-in-chief of Lucky and current head of fashion partnerships at Instagram (who calls the brand "phenomenal"), and, probably, in the most effortlessly luminous young woman in your office, group text, or Twitter feed.

The brand quickly ascended to cult status through a curious alchemy of

casual work ethic. While she was still at Vogue masthead, Weiss started the beauty and fashion blog Into the Gloss, known for a column called "The Top Shelf," which features interviews with up-and-coming It girls, revered magazine editors, future street-style muses, models, entrepreneurs, and the occasional heiress, some of whom spilled the secrets of their beauty routines while Weiss sat on their bathroom floor. Glossier used

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the community that formed around the blog to create a dossier (hence the name) of skin care and makeup for consumers to build out their own top shelf and cabinets..

"It was never a pivot," Weiss told me during a recent visit to her office in lower Manhattan. The move from Into the Gloss to Glossier, she explained, was "a total evolution of the same mission, but with tactile content."

Sure, but not every blogger's move toward "tactile content" could be so seamless. In order to make her pitch to the masses, Weiss has had to reposition herself not as the super intern who knows the makeup secrets of the stars, but as your best friend or benevolent big sister. In her letter introducing the company, Weiss said she wanted to welcome everyone. "Snobby isn't cool, happy is cool," she wrote. Part of the thrill of being a Glossier girl is the proximity to Weiss, her model-employee workforce, and her company's hella 'grammable Soho headquarters. She is one of a cohort of



Customers shop at the Glossier storefront in New York, New York.

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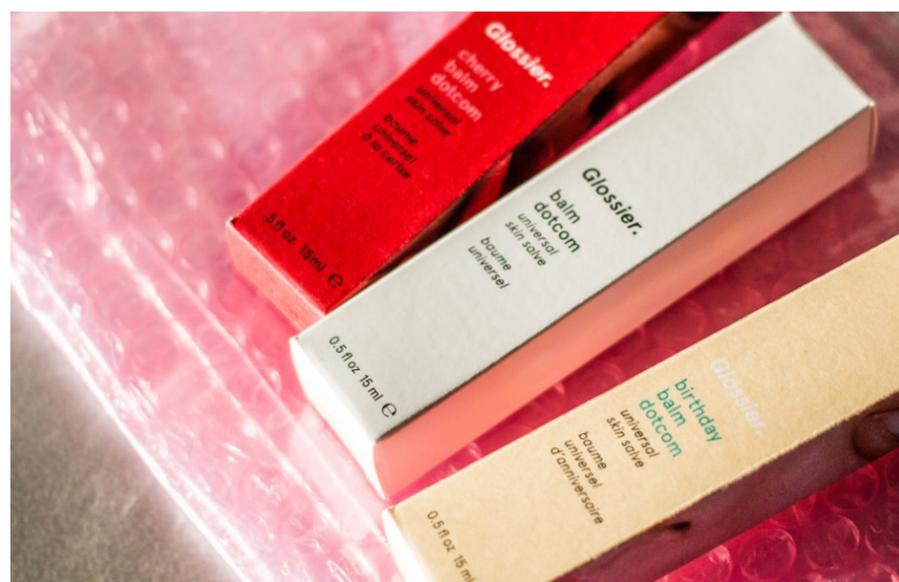
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Must-Have Glossier Products

1 Boy Brow

All brow needs have been considered to create THE brow product: one to thicken, fill in, and groom brows into place. We consider brow grooming the last crucial step to heading out into the world: brush your teeth, brush your brows, and then maybe brush your hair.

2 Milk Jelly Cleanser

This is the ultimate daily face wash: use on dry skin to dissolve away make-up and grime, or on wet skin as you start your day. The pH-balanced, creamy gel formula is made with a blend of five skin conditioners so your face is left feeling healthy and soft, never tight. Its cleansing power comes from the same gentle cleaning agents found in contact lens solution, so it's tough on impurities and still safe to use on your eyes. You'll see.

3 Cloud Paint

With Cloud Paint, Glossier set out to make blush the high point of your routine. The pillowy, gel-cream formula is designed to be the most user-friendly check color in existence. If you can finger paint, you can Cloud Paint—simply dab it onto cheeks wherever you please.