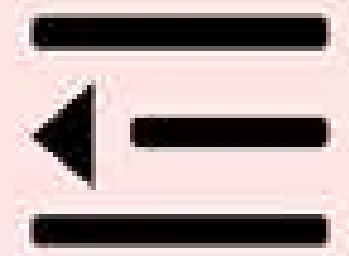


On The Go Makeup Brush Set



Compact



Easy to travel



Touch up
makeup anytime

 **TikTok**
246M

ST
ST FUTURE

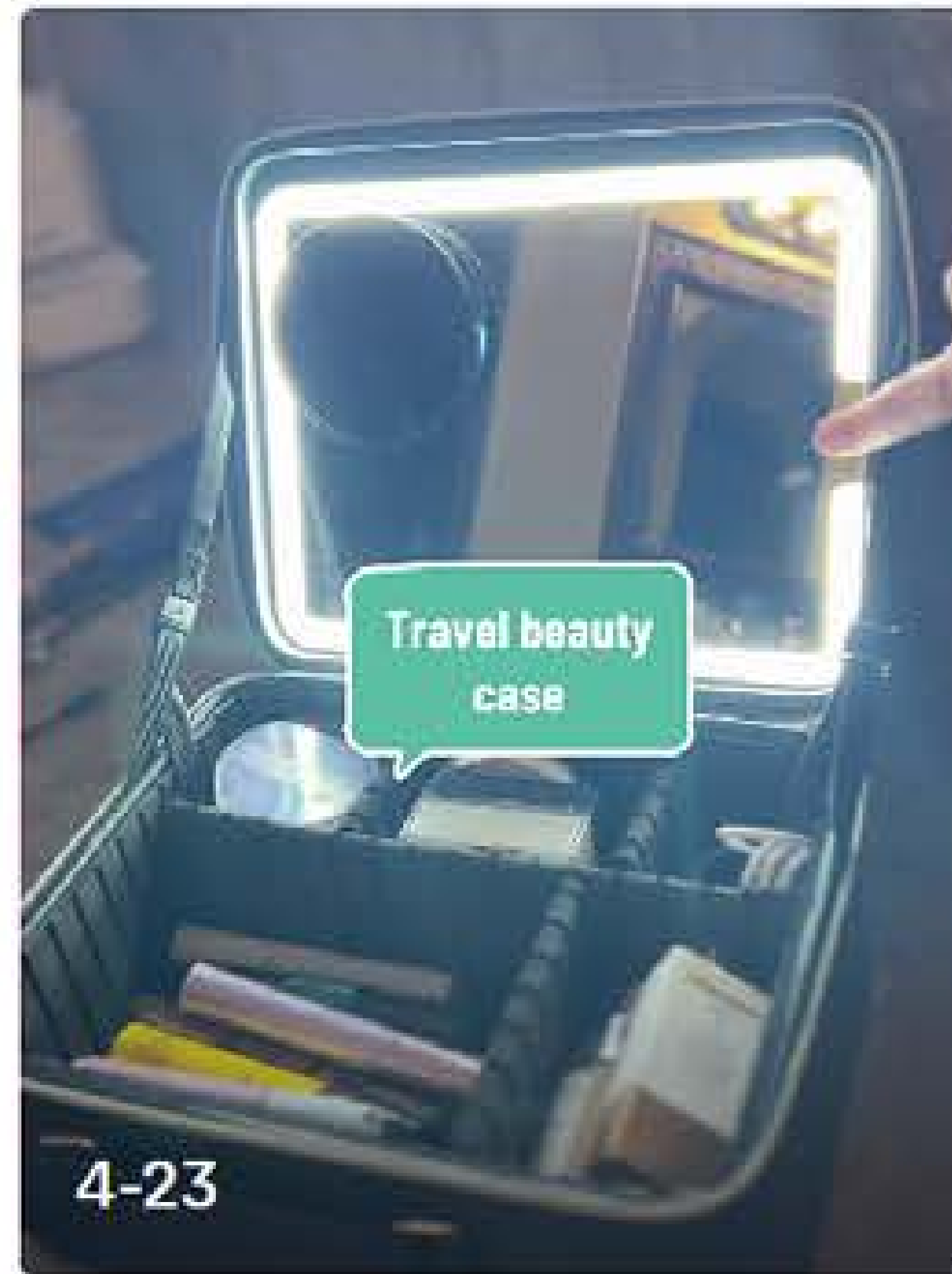




Only the real ones know why Subtl was almost called "ho..."
 8 subtlbeauty ▷ 67.9K



Carry-on only TSA approved makeup for traveling ✈️ 🧳 ...
 mehreemak... ▷ 293.8K



everything you need in a makeup bag for on the go! ...
 bri.rivard ▷ 92.4K



The perfect travel makeup brush set! The light up mirror...
 krystaldunn_ ▷ 5M



your favorite brushes now in travel sizes! say hello to the...
 happyskin_... ▷ 644.2K



Um hello?! THE travel beauty & make up brush for...
 meetalleyoop ✓ ▷ 16.2K



so excited to use this for travelling 🥰 #kbeauty...
 nnyksk ▷ 12.4K



Popular Hashtags:

Onthego **231.1m**

Travelmakeup **14.9m**

Buyers' Briefing S/S 25

WGSN

Apply and wear: make-up on the go

Perfect for festival season and the beauty merch trend, aspirational clip-on cosmetics will see a resurgence.

The rise of treat culture is creating opportunities for Beautility Glimmers, which offer moments of joy, and designs that imbue everyday products with emotion and purpose, as highlighted in our Big Idea 2025: Flexabilities.

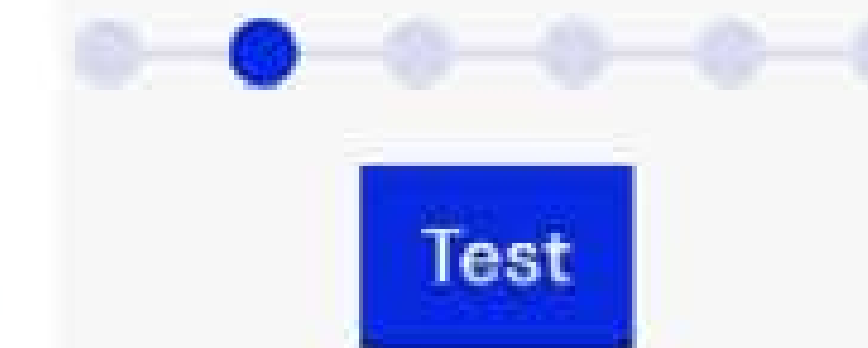
Create clip-on cosmetics for all market levels to capitalise on beauty's crossover into the lifestyle category.

What to buy:

- Appeal to Gen Z and Zillennial festivalgoers with lipsticks, blams and stains in keychain holders for application on the go. Palestinian-American brand Simihaze Beauty's glow-in-the-dark case fits its Mini Lipstick Balm
- Harness the trend for keepsake luxuries through clip-on packaging that doubles as a fashion accessory in premium materials. Chinese brand FunnyElves's cushion foundation can also be worn as a stylish sling
- Build hype through limited-edition designs to appeal to consumers seeking affordable collector's items. K-beauty brand Athe's lipbalm keyring case can be engraved
- Offer refills to help ensure consumers keep your products forever



Trend Investment Projection



Early stage trend: test in small volumes

WGSN Original Image



Korean brand BRAYE's Lipsleek comes in a metal tin attached to a chain that doubles as a necklace



Korea-based Colorgram's Tintin Dory Lip Jam doubles as a keychain with mix-and-match packaging



#Compact Travel Brush Collection

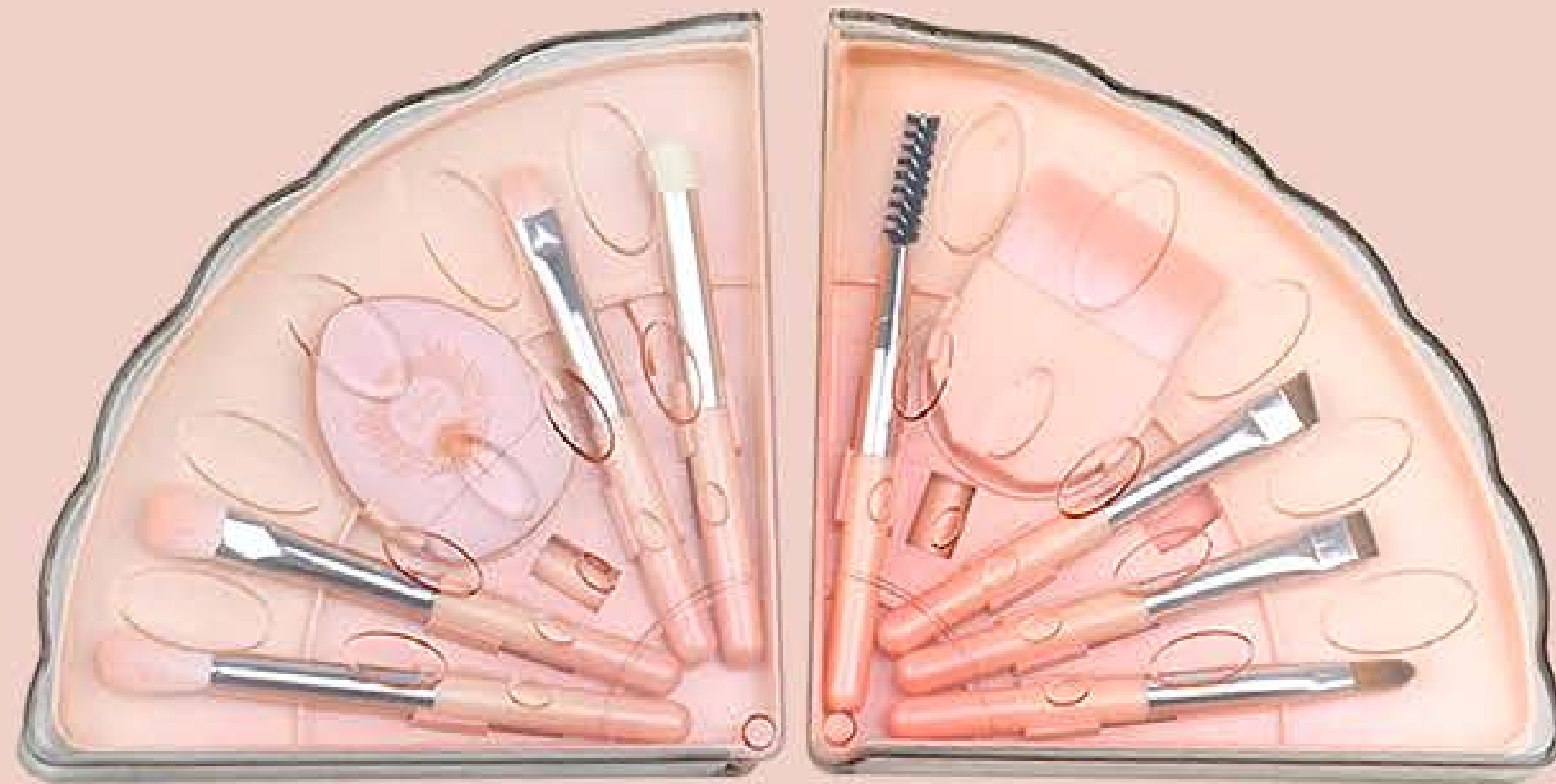


Sku No.: 202231305
Storage Box Size: 10*10cm
Material: Storage box : ABS+PET,
Brushes: ABS handle+ferrule+PBT hair,
Makuep sponge: PU



- | | | | |
|-------------------------|-------------------|-------------------------|------------------|
| 1 Foundation Brush | 2 Blending Brush | 3 Large Eyeshadow Brush | |
| 4 Small Eyeshadow Brush | 5 Concealer Brush | 6 Lip Brush | 7 Eyeliner Brush |
| 8 Eyebrow Brush | 9 Eyelash Brush | 10 Powder Puff | |

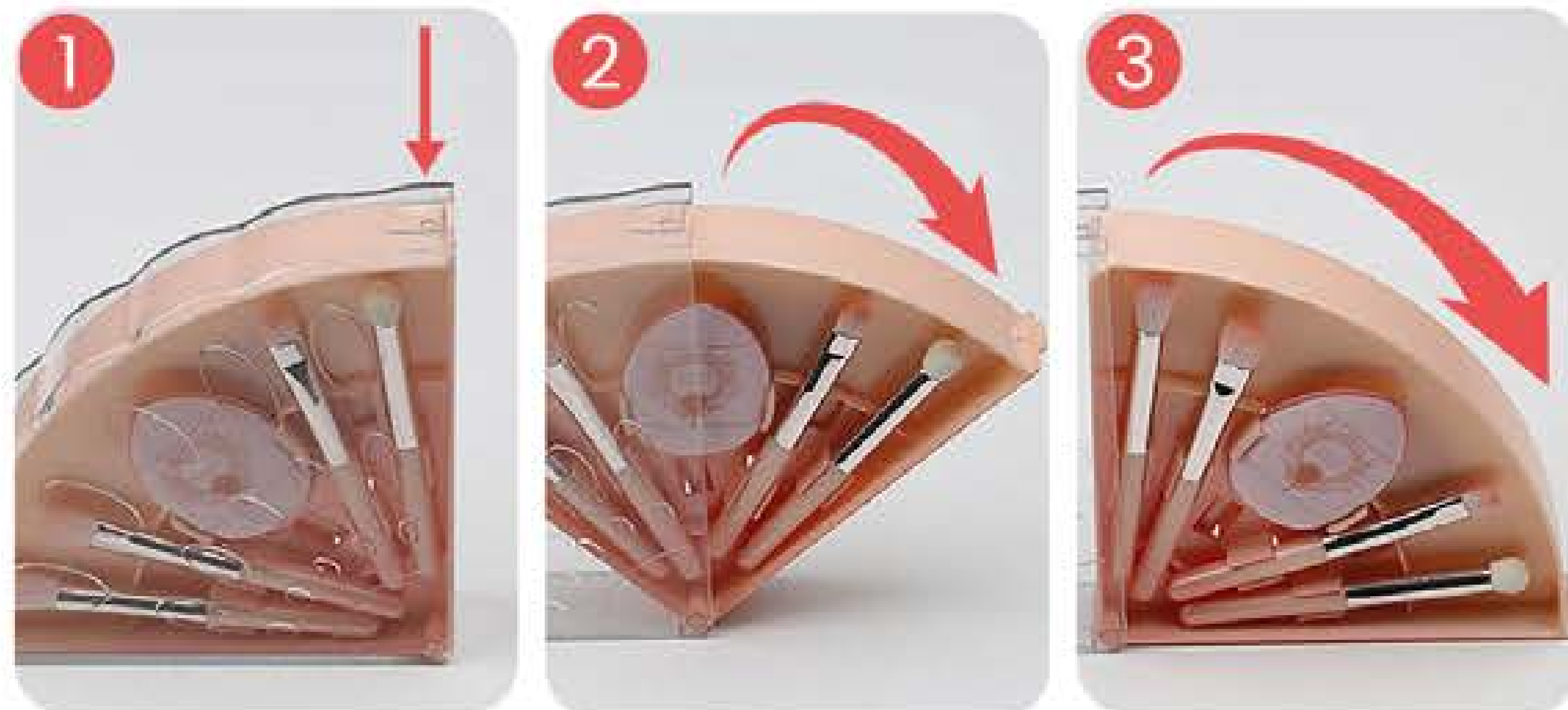
#Compact Travel Brush Collection



Front Side

Back Side

How To Open



Complete Makeup Tool

- **Portable:** Ideal for on-the-go touch-ups during travel or busy schedules.
- **Versatile:** Creates full makeup looks despite its compact size.
- **Durable Handles:** Strong, ergonomic design for comfortable use.
- **Easy Cleaning:** Simple maintenance for extended usability.



#5-in-1 Retractable Brush Set

Loose powder brush

Silicone head concealer brush

5 in 1

Highlight Brush

Eye shadow brush

Eyeliner Brush



- ✔ Versatile and convenient for on-the-go use.
- ✔ Small, dustproof, and hygienic for basic makeup needs.
- ✔ Ensures long-lasting performance and consistent application.
- ✔ Built to withstand regular use.
- ✔ Comfortable for seamless application.
- ✔ Gentle and suitable for all, including sensitive skin.



Multifunctional and Retractable



Compact and Dustproof



Easy to Clean



Durable Construction



Ergonomic Design



Suitable for All Skin Types

#5-in-1 Retractable Brush Set



#6-in-1 Portable Flip-Top Mirror Brush Set



Sku No.: 0202231310
Size: 14.5*5*1.5cm
Material: PS+ferrule+
PBT hair, box: ABS

6 in 1

01 ▶ Versatile Design:

Includes six interchangeable brush heads for all makeup needs, with a built-in mirror and washable, reusable cleaning pad.



02 ▶ Compact and Portable:

Flip cover design for easy carrying, perfect for travel.



03 ▶ Convenient Storage:

Organizes and protects brushes, ensuring they remain safe and secure, minimizing the risk of damage or loss.



- ① Nose shadow brush
- ② Blending brush
- ③ Concealer Brush
- ④ Large eyeshadow brush
- ⑤ Small eyeshadow brush
- ⑥ Eyeliner Brush

#More Options

OPTION 1

SKU.NO.	0202231136
Material	Makeup brush: ABS handle + aluminum tube + synthenic bristles Eyelash brush: PP + synthenic bristles Mirror box: ABS box + glass
① Mirror box	85*30*110mm
② Foundation brush	75mm
③ Eye shadow brush	96mm
④ Eye blending brush	96mm
⑤ Eyelash brush	50mm



OPTION 2

SKU.NO.	0202231138
Material	Makeup brush: PS handle + aluminum tube + synthenic bristles Mirror box: ABS box + glass
① Mirror box	88*22*145mm
② Powder brush	130mm
③ Shadow brush	133mm
④ Angled eye shadow brus	133mm
⑤ Eye blending brush	133mm
⑥ Eye smudge brush	133mm



#More Options

OPTION 3

SKU.NO.	0202230987
Material	Makeup brush: Synthetic hair + plastic handle Mirror box: ABS box + glass
① Mirror box	83*20*107mm
② Powder brush	100mm
③ Foundation brush	99mm
④ Eyeshadow brush	87mm
⑤ Blending Brush	87mm
⑥ Lip brush	84mm



OPTION 4

SKU.NO.	0202231131
Material	Makeup brush: Synthetic hair + plastic handle Mirror box: ABS box + glass
① Mirror box	90*115mm
② Contour brush	90mm
③ Foundation brush	80mm
④ Eyeshadow brush	83mm
⑤ Blending Brush	80mm
⑥ Lip brush	78mm

