



Small In Size Big On Style

Wearable

Compact

Travel-Friendly

Beauty



Beauty collectibles: limited-edition hype

Make-up items that double as brand collectibles will appeal to fun-loving Gleamers.

As highlighted in our forecast, collectible beauty items act as signifiers of one's individuality. Make-up items that consumers can display on vanities or wear as accessories and cross-collaborations with media or gaming franchises will be essential.

What to buy:

- Prioritise wearable formats that help Gleamers showcase their taste, including keychains, necklaces and belt accessories
- Offer limited-edition colourways in collaboration with brands to build hype.
- Provide refillable designs or keepsake packaging consumers can reuse



Japan-based Creer Beaute worked with BANDAI to package its Lip & Cheek Cream like the original 1997 Tamagotchi models



Korean brand AMUSE's collab with Japan-based Sanrio's Hello Kitty taps '00s nostalgia with a Y2K-style flip phone lip palette

Trend Investment Projection



Explore

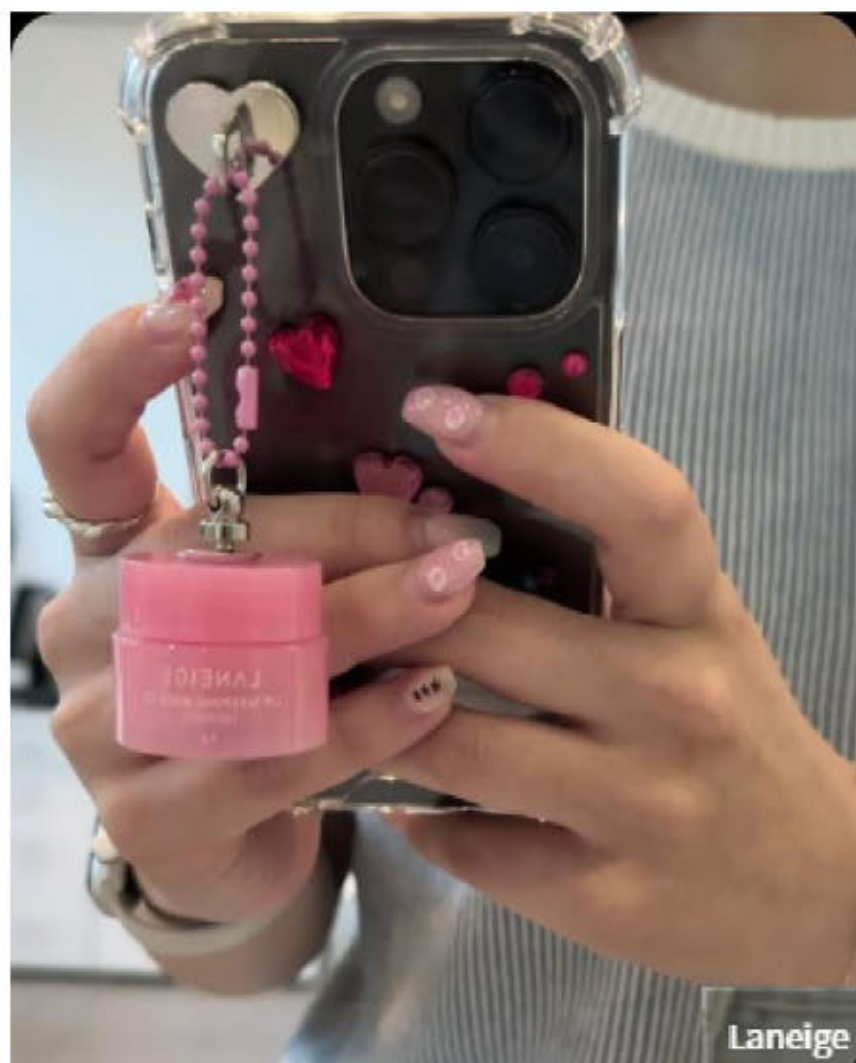
Emerging trend:
monitor for future
potential



Shu Uemura's Stone Ocean Adventure collection is based on anime JoJo's Bizarre Adventure character Jolyne Cujoh



South Korea-based Dasique's eyeshadow heart keyring is refillable and users can attach it to smartphones



#BeautyCollectibles
#claponpackaging #Glimmers
#ontheGobeauty #LipCare
#kbeauty #newproductalert

Laneige (Korea) has released a miniature version of its bestselling Lip Sleeping Mask. Capitalising on the **#BeautyCollectibles** trend, the miniature features a hook for the product to be used as a keyring on the back of smartphones or hand-carry bags. The miniature is exclusive to K-retailer Olive Young and will be offered with any purchase of its Lip Sleeping Mask



#BeautyCollectibles
#BeautyMerch #claponpackaging
#ontheGobeauty
#MiniatureBeauty #TravelFriendly
#Glimmers #kbeauty
#BeautyRetail #newproductalert
#BuyersAlert

Tamburins' (Korea) new Leather Wear Perfume nods to our emerging **#BeautyCollectibles** trend. The key ring comes with a special rose charm to celebrate its new EVENING GLOW perfume and fits all of its mini-sized 11ml perfumes. The leather wear will be available in the Seongsu flagship store and the new Shenzhen store in China on September 6



#BeautyCollectibles
#BeautyMerch #ontheGobeauty
#claponpackaging #Glimmers
#creativecollabs
#newproductalert

Hungary-based Omorovicza revealed its upcoming release of a limited-edition bag charm created in collaboration with BEEN London. Doubling up as a key ring, the charm features a travel-size Queen of Hungary Mist and a hand-painted miniature Folqa Doll. The traditional Folqa doll, handcrafted in Budapest, is a nod to the brand's Hungarian heritage

#TravelFriendly

#ontheGobeauty

How to action this:

position your product as an item with high cultural capital through limited-edition colourways, flavours or collaborative designs by artists who align with your brand's image. Beauty products will become more collectible when they are wearable or have a strong shelf presence. Leverage a keepsake quality through refillable designs or ones consumers can reuse as decorative items or fashion accessories.

1.9bn

views on TIKTOK

#MakeUpCollection has over 1.9 billion global TikTok views.

132.9m

views on TIKTOK

Korean brand Fwee's viral Lip&Cheek Blurry Pudding Pot and its wearable keyring option have over 132.9 million views under #FweePuddingPot.



Ermina Cosmetics

teen-focused brand Ermina Cosmetics' Alry can also be shown off as a playful keychain



@diorbeauty

Dior provided affordable luxury when it released Addict Fashion Cases for its lipsticks that match the brand's bags



@creerbeaute_official/BANDAI

er Beaute collaborated with BANDAI on magotchi-themed lip and cheek products



@flowerknows_global

Chinese brand Flower Knows releases keepsake, themed collections with intricate packaging to attract collectors



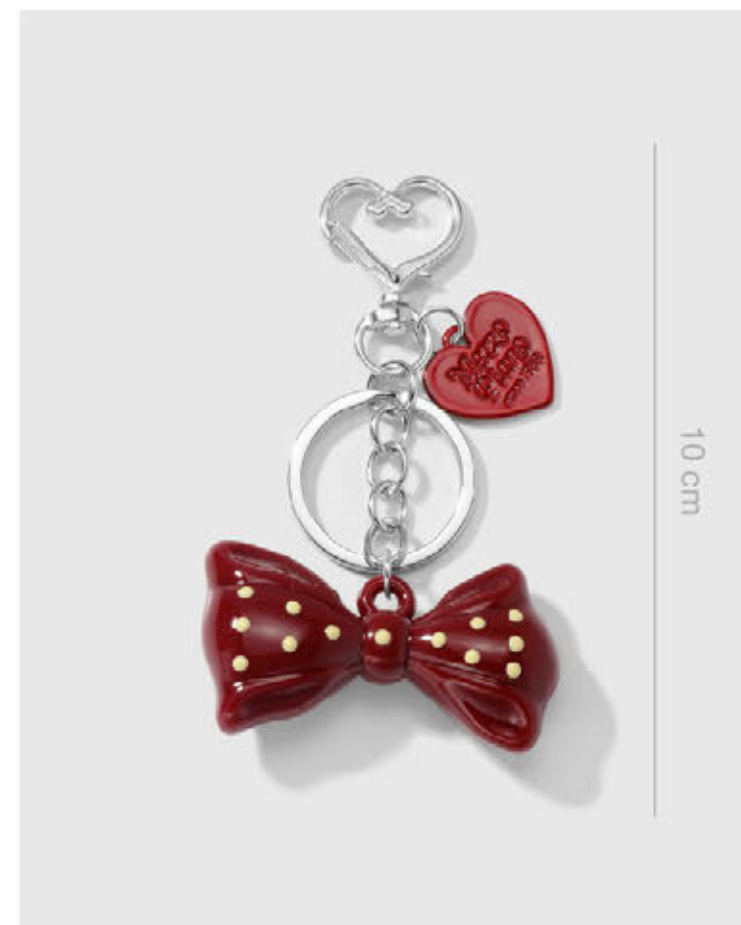
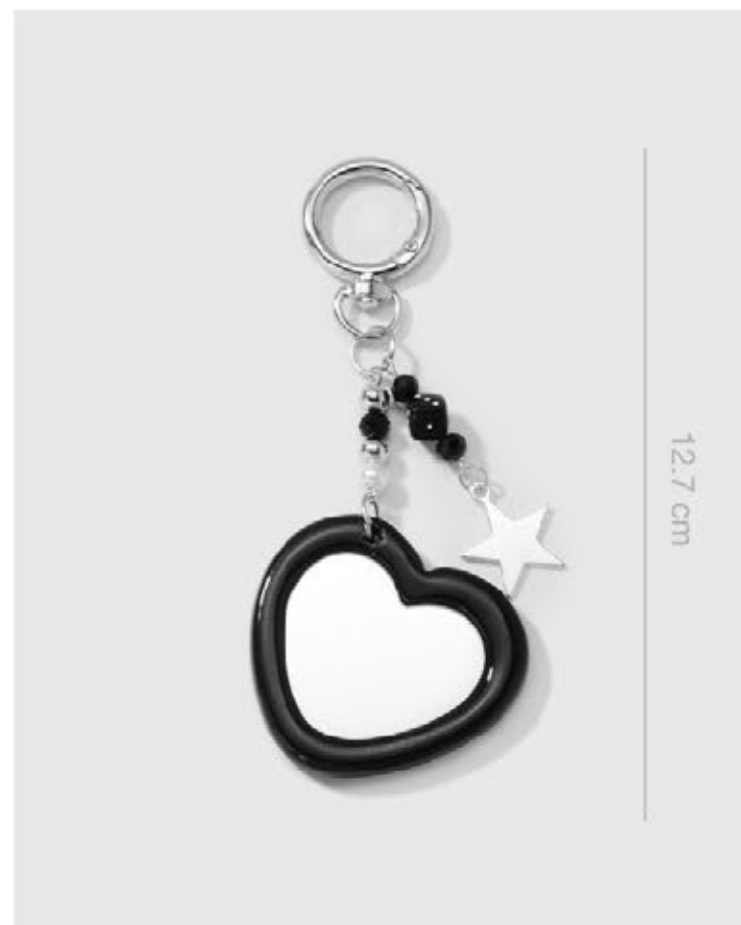
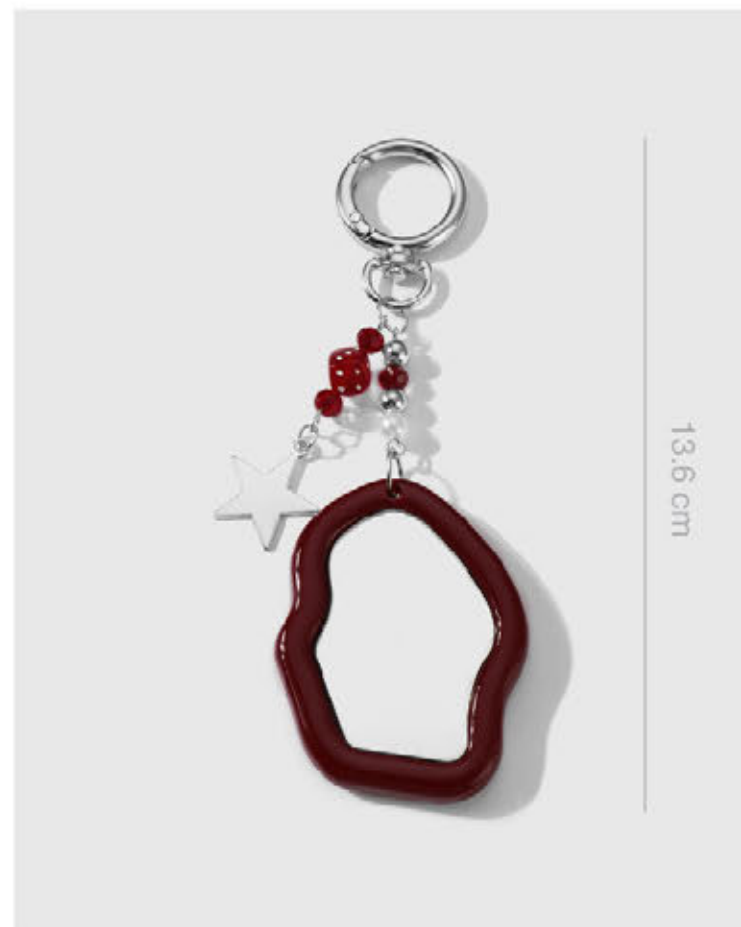
@beimgit/TikTok

Consumers are showcasing how they utilise Fwee's keyrings as bag accessories and personalise them with stickers



✦ **Pocket Chic**

SKU.NO: 0202250304





Chic Glimpse Key Mirror

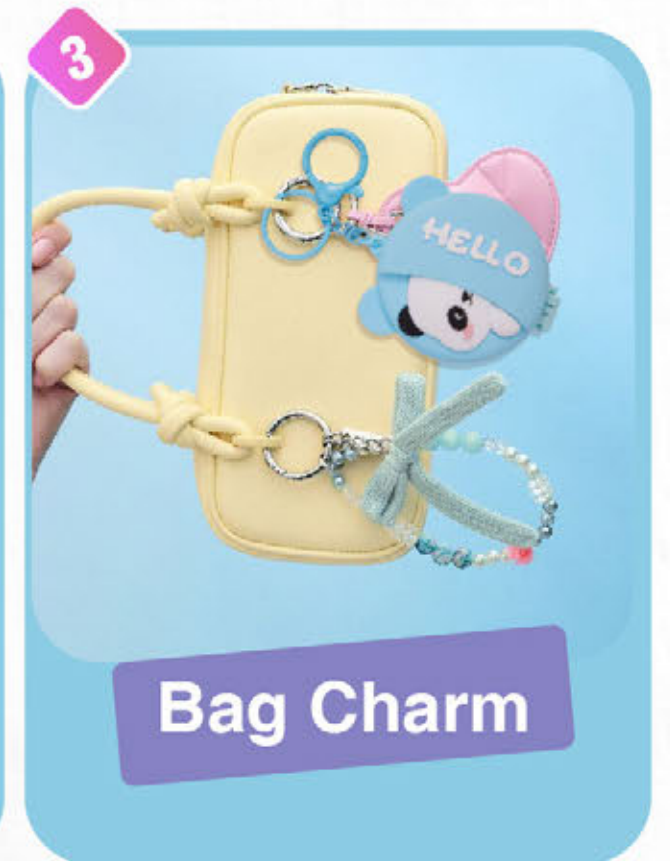
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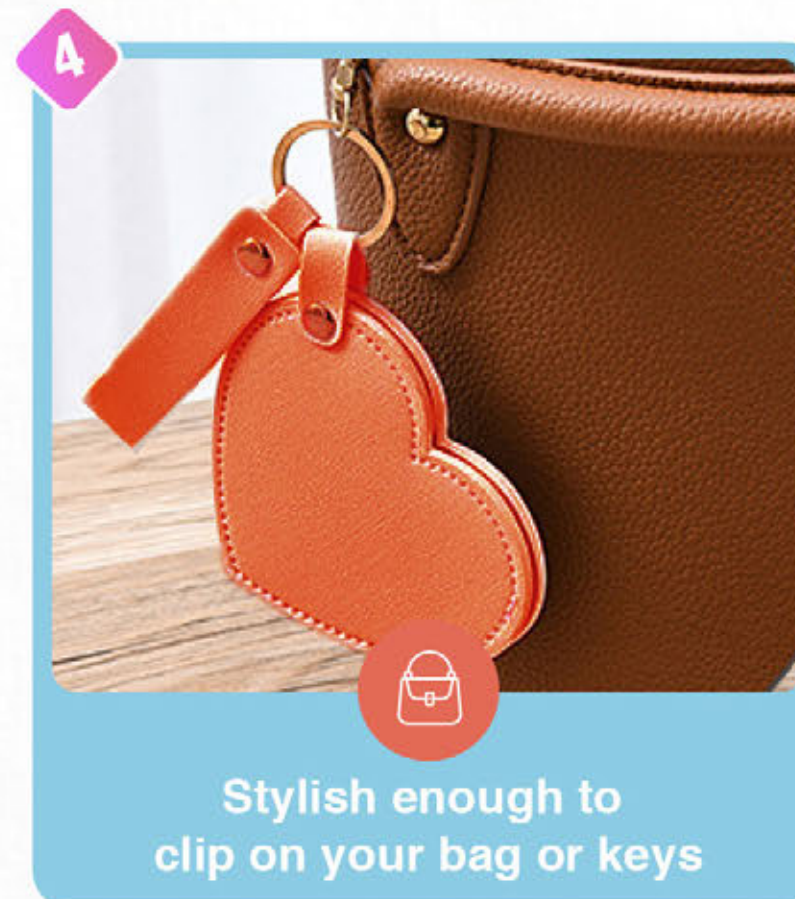
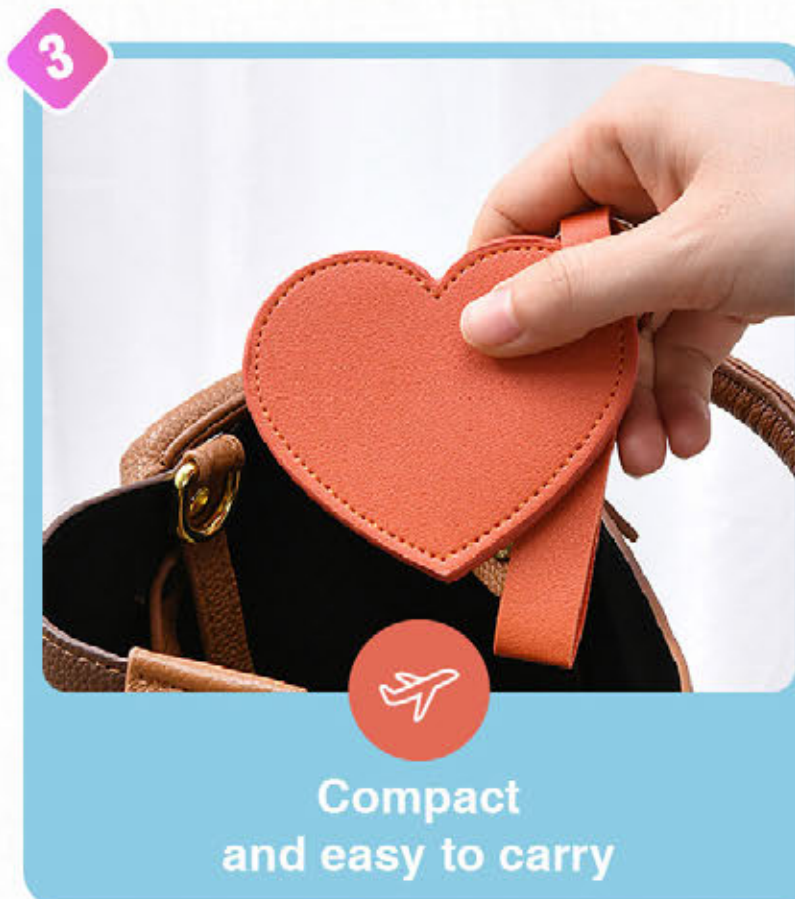
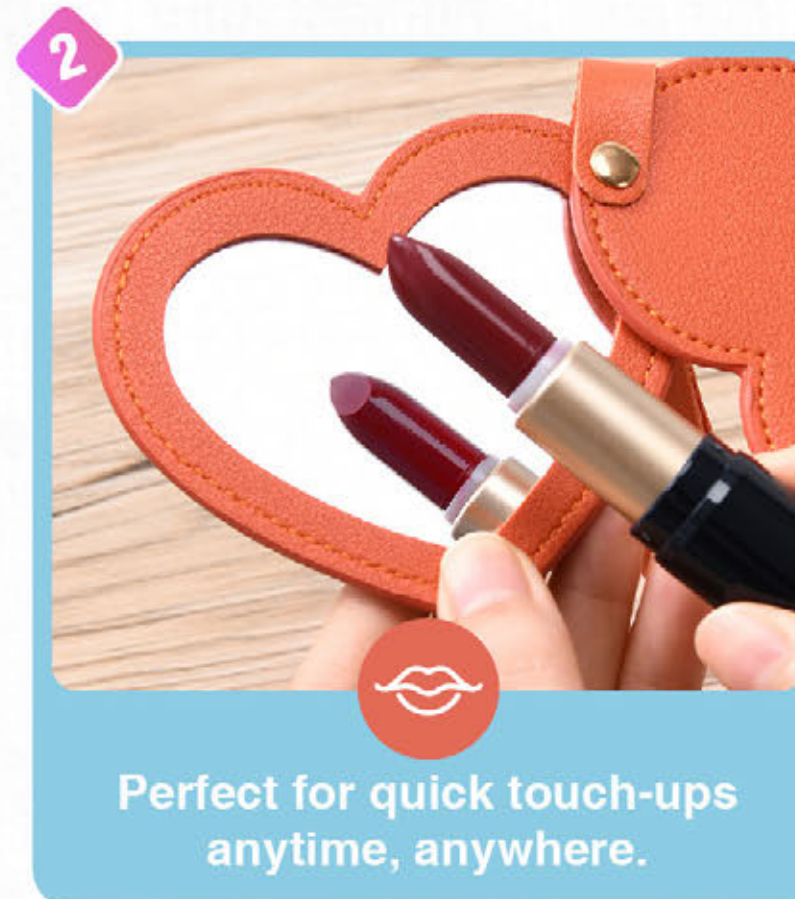
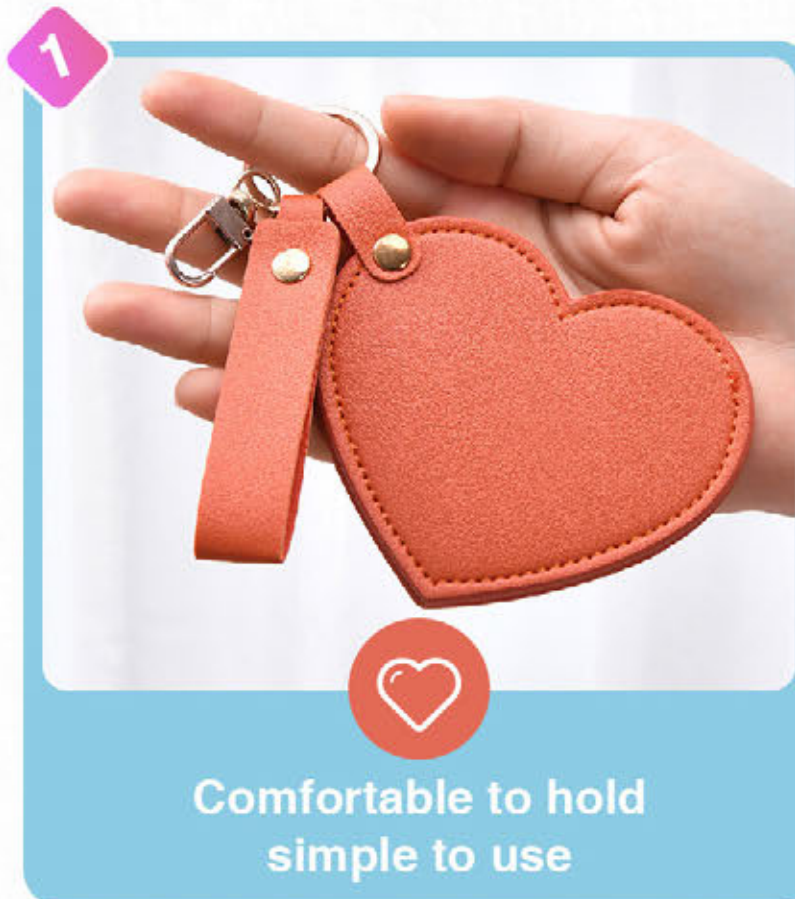


Brush & Mirror 3 IN 1

★ Chic Cub Mirror

SKU.NO: 0202250301





★ Portable Folding Mirror

SKU.NO: 0202250298





Flora Clip Mirror

SKU.NO: 0202250299



Fluffy Charm Mirror

SKU.NO: 0202250306

★ **More options**



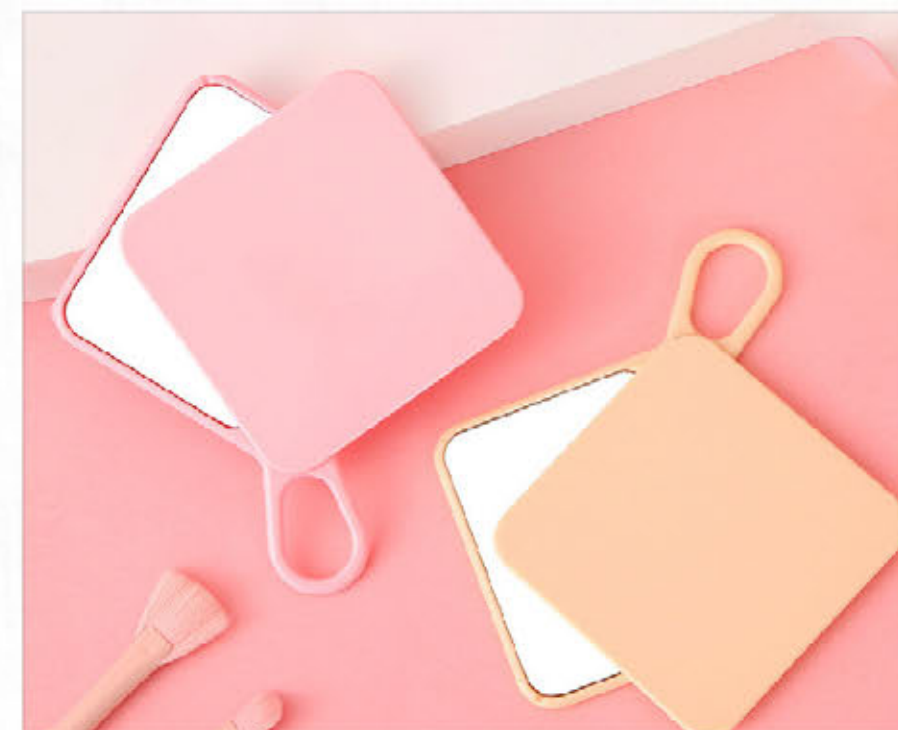
Linen Twist Mirror

SKU.NO: 0202250300



Puff Love Mirror

SKU.NO: 0202250310



Touch Up Mirror

SKU.NO: '0202250303



Mini Luxe Comb Charm

SKU.NO: 0202250302

✦ **More options**



Petal Charm Pocket Comb

SKU.NO: 0202220184