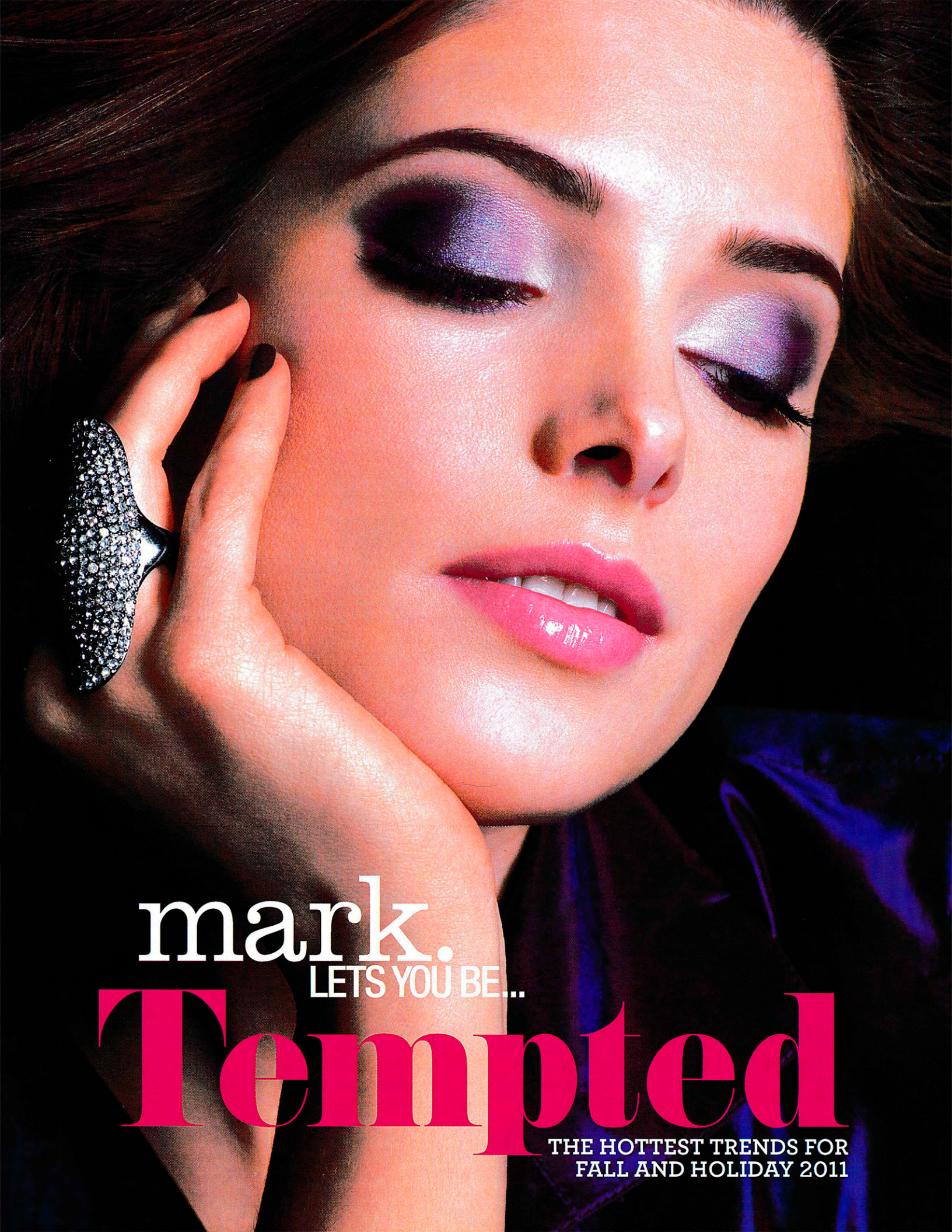
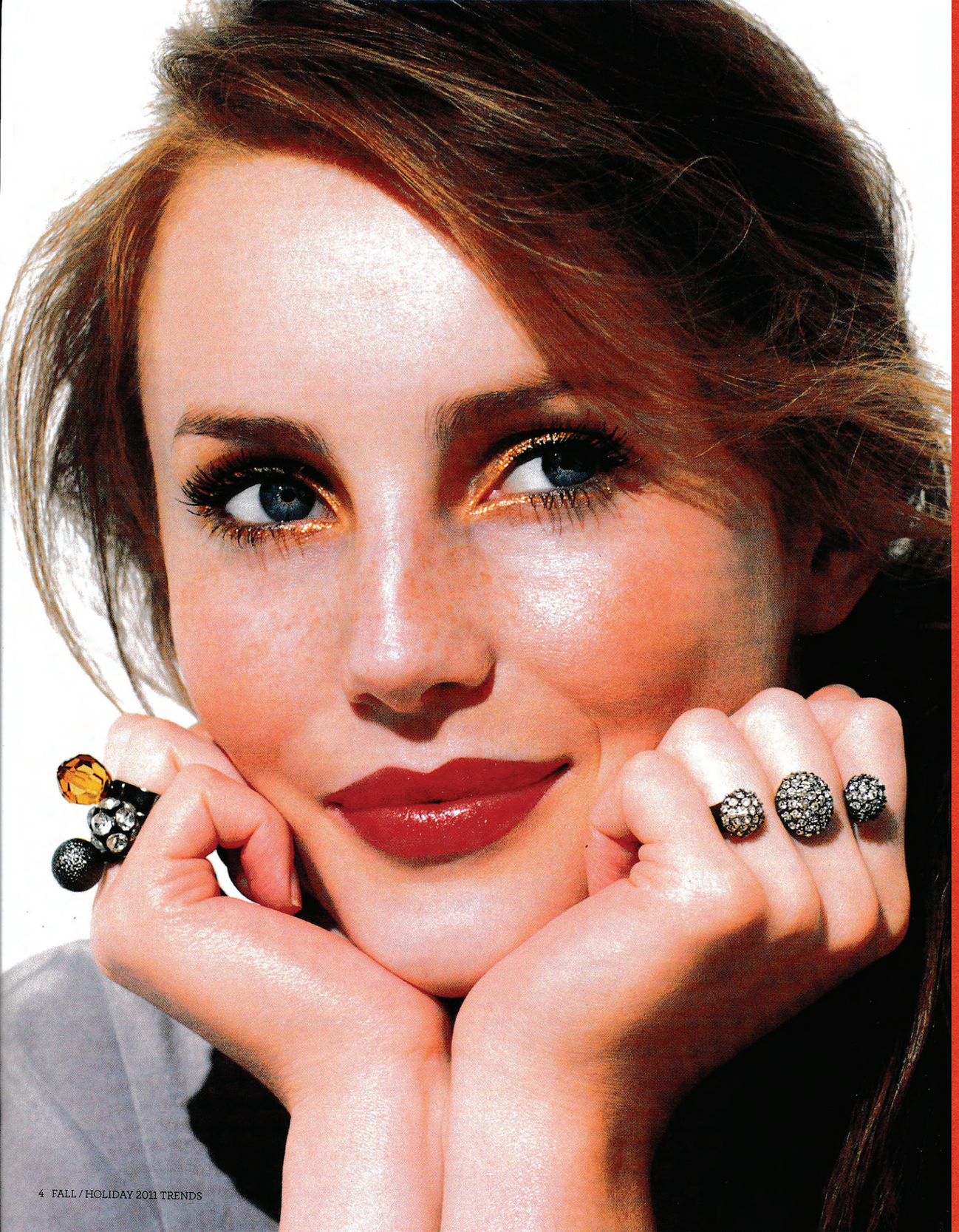

mark.
LETS YOU BE...
Tempted
THE HOTTEST TRENDS FOR
FALL AND HOLIDAY 2011

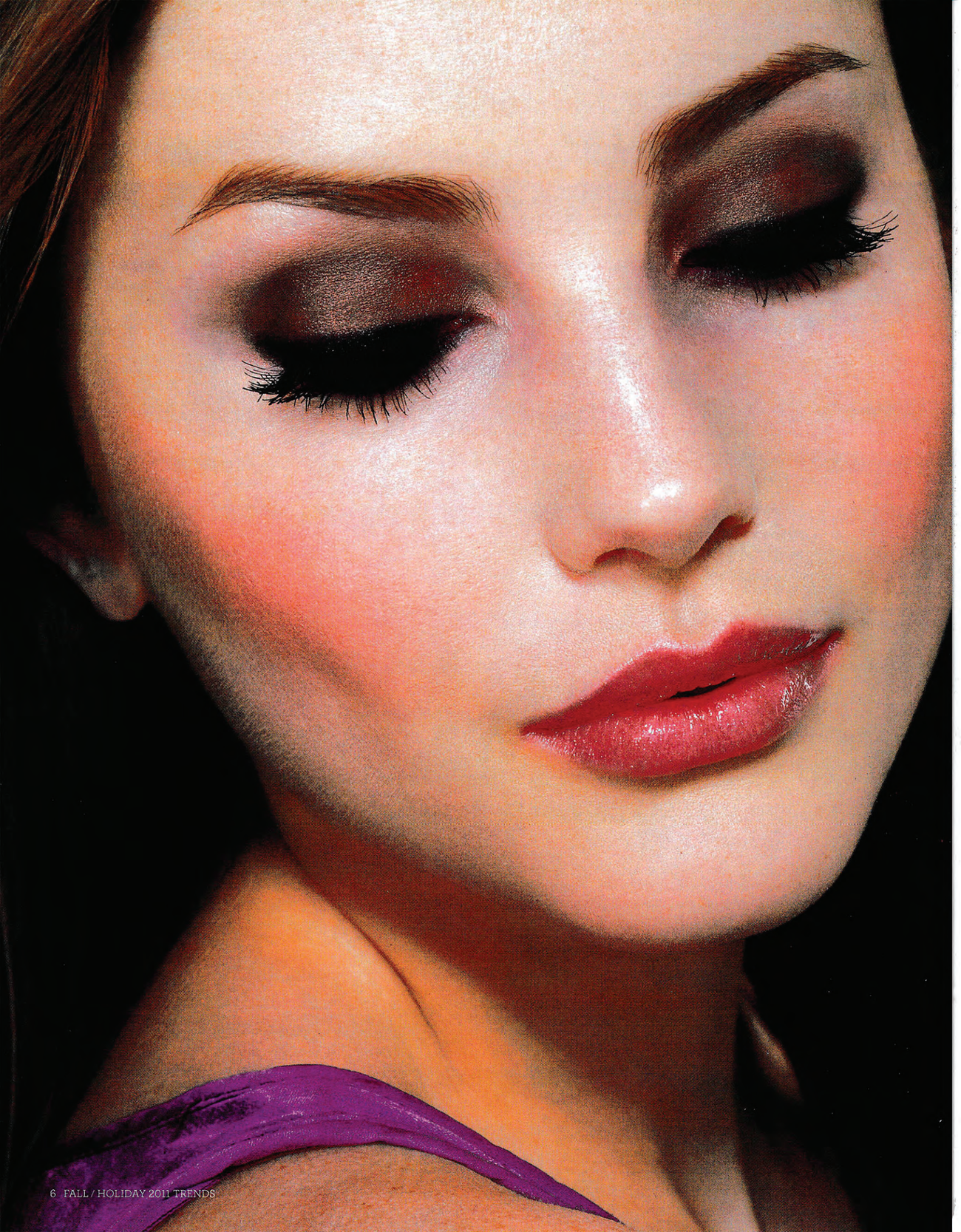
Colorful
Unique
Alluring
Surprising
Irresistible
Awe-Inspiring
Chic
Sophisticated
Brilliant
Golden

WHO DO YOU WANT TO BE?
JUST TURN THE PAGE FOR BRILLIANT BEAUTY AND PHENOMENAL FASHION...

04 BEAUTY TRENDS
14 HOLIDAY PARTY MUST-HAVES
18 FASHION TRENDS
28 **mark.** BEAUTY AND FASHION LAUNCHES



Beauty TRENDS





lash all you want high-volume mascara

{ mark. LETS YOU BE... }

Alluring

THE NEW NEUTRALS THE NEUTRAL EYE GETS A SOPHISTICATED MAKEOVER WITH RICH COLOR, SULTRY METALLIC SHEEN AND BIG, BOLD LASHES.



on the dot neutral eye color compact

{ mark. LETS YOU BE... }

Dramatic

MIXED METALS VIVID METALLICS ARE A HUGE TREND THIS FALL—FROM RICH CLARET TO BURNISHED BROWNS—CREATE A LOOK THAT'S FESTIVE AND NOW.



i-mark custom pick eye shadows

nailed it trend mini lacquers

no place to run longwear eyeliner

{ mark.
LETS YOU BE... }

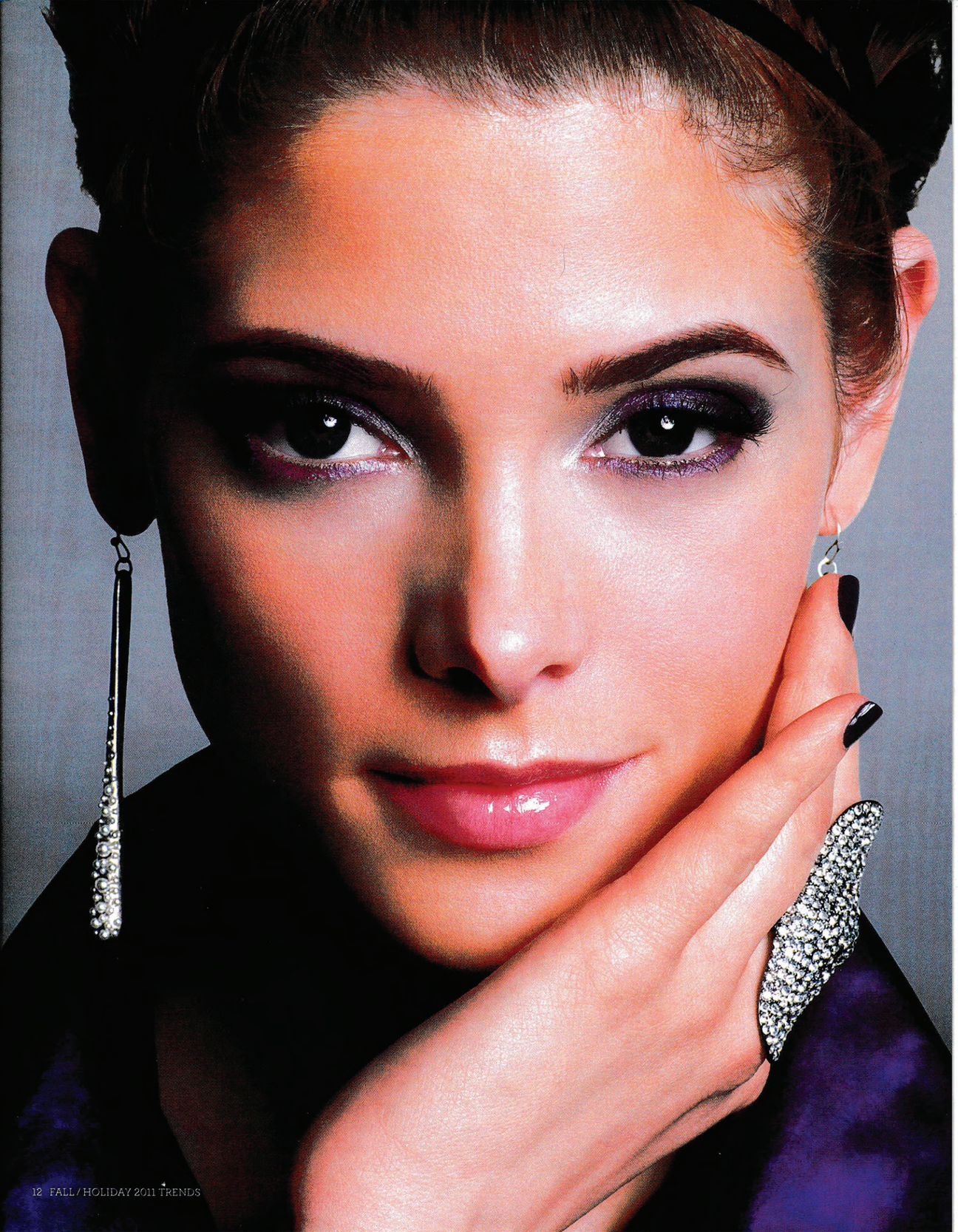
Brilliant

SHIMMER & SHINE ALL THAT GLITTERS ISN'T JUST GOLD. WE'VE TAKEN THESE SHINING STANDOUTS TO A WHOLE OTHER LEVEL.



touch & glow shimmer cream cubes
all over face palette

earn your metal
liquid shimmer eyeliner





{ mark.
LETS YOU BE... }

Colorful

PURPLE HAZE PURPLE GETS PRETTY TOUGH WITH HINTS OF STEEL GRAY.

nailed it
trend mini lacquers



i-mark metallics
custom pick eye shadow

{ mark.
LETS YOU BE... }

Irresistible

GET PARTY PERFECT FOR ANY OCCASION NEW YEAR'S BASHES, HOLIDAY PARTIES, EXCLUSIVE SOIRÉES—WE'VE GOT THE GO-TO PRODUCTS TO GET YOU NOTICED.



BE RADIANT
*Use **glowdacious** all over for that gorgeous party glow.*



BE KISSABLE
***lipclick** lipsticks have great coverage and leave lips silky, creamy and party-pout-perfect.*



BE UNEXPECTED
*Try **get a tint shimmer** tinted moisturizer—it offers that subtle hint of color that looks naturally gorgeous.*



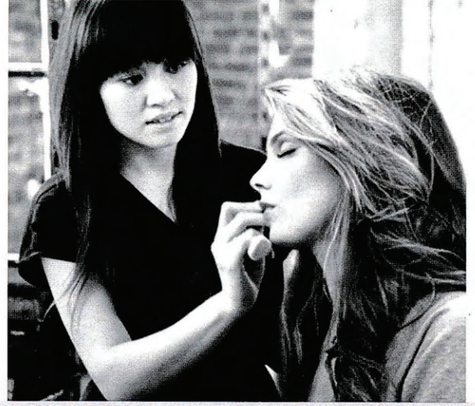
BE THE LIFE OF THE PARTY
***Celebrate!** This sparkling blend of citrus petals, mirabelle plum and osmanthus flower attracts only good times. Oh, and BTW, it also makes you smell amazing!*



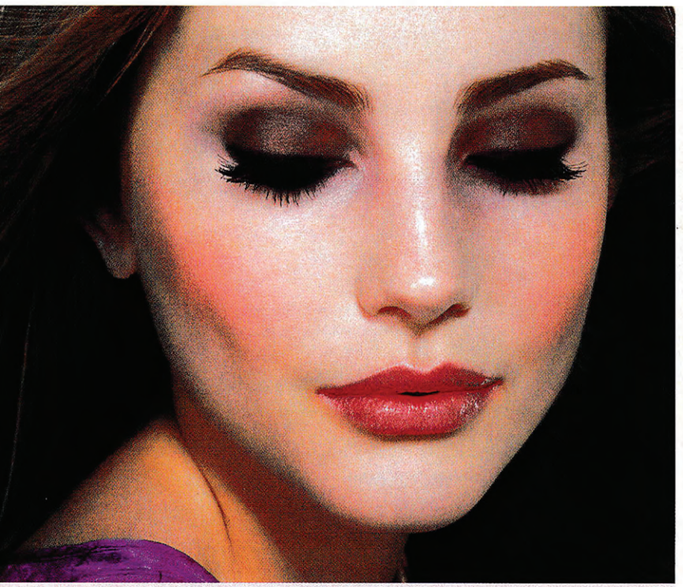
BE ADVENTUROUS
*From smoky eyes to bronzy beautiful, **keep it going** longwear eyeliner and shadow promise plenty of drama... ALL night long.*

{mark. LETS YOU BE...}

Awe-Inspiring



CELEBRITY MAKEUP ARTIST MAI QUYNH BREAKS DOWN THE SEASON'S HOTTEST TRENDS...FROM BOLD COLOR TO THE NEW NEUTRALS, SHE'LL HELP YOU RECREATE THE LATEST AND GREATEST MUST-HAVE LOOKS.



The New Neutrals

GET THE LOOK

FACE *Apply **get a tint shimmer** in a complementary shade all over face.*

EYES *Sweep **on the dot neutral** in shade **4** over the lids and up into the creases. Apply **on the dot neutral** in shade **9** deep into the creases. Run **on the dot neutral** in shade **5** along the top and lower lash lines using the **mark. flat eyeliner brush**. Brush two coats of **lash all you want** in shade **black** onto lashes.*

CHEEKS *Dust **glowdacious** in shade **shimmied up** on the apples of the cheeks and blend upward.*

LIPS *Apply **gloss gorgeous** in shade **bella**.*

MAI's TIP

"Neutrals are great for every skin tone—just pick the tone that works best with your complexion. There are endless combinations that can be used to create very different effects, from a subtle shimmer to a sultry, striking look.... A great way to transition makeup from summer to fall: simply add a darker eyeliner to a neutral look and smudge to soften for a bit of added drama."

Purple Haze

GET THE LOOK

EYES *Apply **i-mark metallics** in shade **moonshine** at the inner corner of the eyes. Sweep shade **jazzy** over the lids and along the lower lash lines and shade **lava** at the outer corners of the eyes; blend. Run **what a line** in shade **wee hours** along the upper lash lines and **no place to run** in shade **steely gaze** along the lower lash lines. Brush two coats of **lash all you want** in shade **black** onto lashes.*

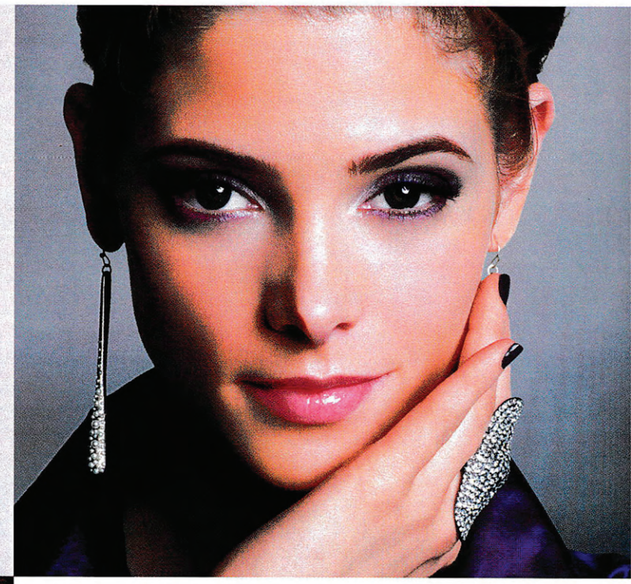
CHEEKS *Dust **good glowing** in shade **cameo glo** on the apples of the cheeks.*

LIPS *Apply **lipclick** in shade **sweetie pie**. Top with **pro gloss** in shade **sexy**.*

NAILS *Paint on two coats of **nailed it** in shade **steel plum**.*

MAI's TIP

"Smoky eyes speak straight to the runway trends this season. This look uses multiple shades and colors of the new **i-mark metallics** to create a gradual fade from one shade to the next. Blending is the key here—a helpful tip is to use the **mark. blending brush** to soften any hard edges and create a seamless effect."



Mixed Metals

GET THE LOOK

EYES *Sweep **i-mark** in shade **plum velvet** over the lids and up into the creases. Apply **i-mark metallics** in shade **sugar sugar** at the corners of the eyes. Run **no place to run** in shade **foxy brown** along the lower lash lines. Run shade **plum velvet** alongside the liner. Brush two coats of **lash all you want** in shade **black** onto lashes.*

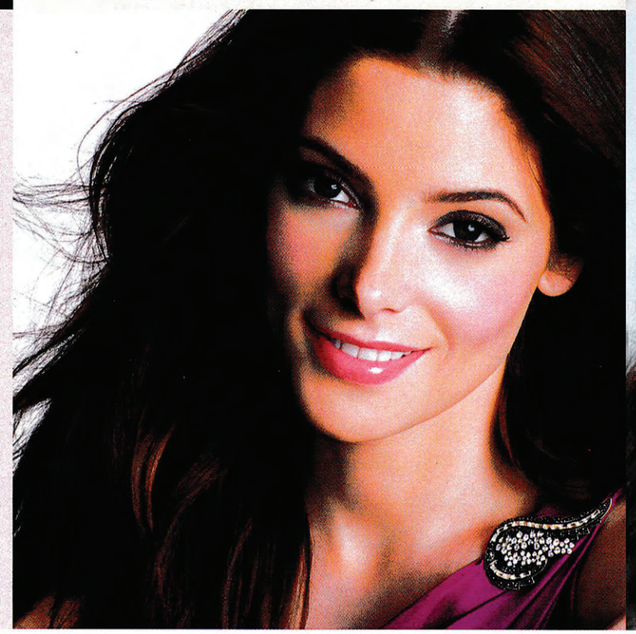
CHEEKS *Dab **just pinched** in shade **cheeky** on the apples of the cheeks and blend upward.*

LIPS *Apply **pro gloss** in shade **smashing**.*

NAILS *Paint on two coats of **nailed it** in shade **meltdown**; allow to dry. Top with **nailed it** in shade **sure fire** just along the tips for a French manicure effect.*

MAI's TIP

"Fall brings rich jewel tones that are great for eyes and lips. This look is a perfect balance of color and shine. Mixing oh-so-trendy metallics and classic shadows like we've done here is a great way to add depth to any look, giving a truly luxurious finish."





Shimmer & Shine

GET THE LOOK

FACE *Dust **glowdacious** in shade **prettied up** all over face.*

EYES *Apply **i-mark** in shade **luvstruck** over the lids and up into the creases, then carefully line top lids at the lash line with **earn your metal** in shade **liquid gold**. Run **earn your metal** in shade **silverado** along bottom lash line. Brush two coats of **scanda-lash** in shade **blacklash** onto lashes.*

CHEEKS *Dab **just pinched** in shade **cheeky** onto the apples of the cheeks and blend upward. Dust **touch & glow** on top using the **kabuki brush**.*

LIPS *Apply **lipclick** in shade **tutu**. Top with **glow baby glow** in shade **girly girl**.*

NAILS *Paint on two coats of **nailed it** in shade **sure fire**.*

MAI's TIP

"These liquid liners give you just the right amount of glistening gold or sparkly silver for that added dazzle on the eyes. Mix them together for an unexpected look and finish with **lash all you want** for thick lashes that will make your eyes pop."

Fashion TRENDS



An effortlessly cool statement hat.



Bombshell-meets-Boho boots.



Bold accessories with just enough sparkle.





A bag that adds a touch of glamour.



A slinky one-shoulder silhouette make this a party-perfect dress.

{mark. LETS YOU BE...}

Chic

SLEEK SEVENTIES INSPIRED BY THE 70'S, THIS SUBTLE-YET-SEXY TREND HAS A SIMPLY REFINED VIBE.



Retro-right, this ring won't go unnoticed.

{ mark. LETS YOU BE... }

Sophisticated

LADYLIKE LUXE CLASSIC SHAPES, FEMININE DETAILS AND A MIX OF TEXTURES AND PRINTS MAKE THIS TREND POLISHED, YET UNEXPECTED.



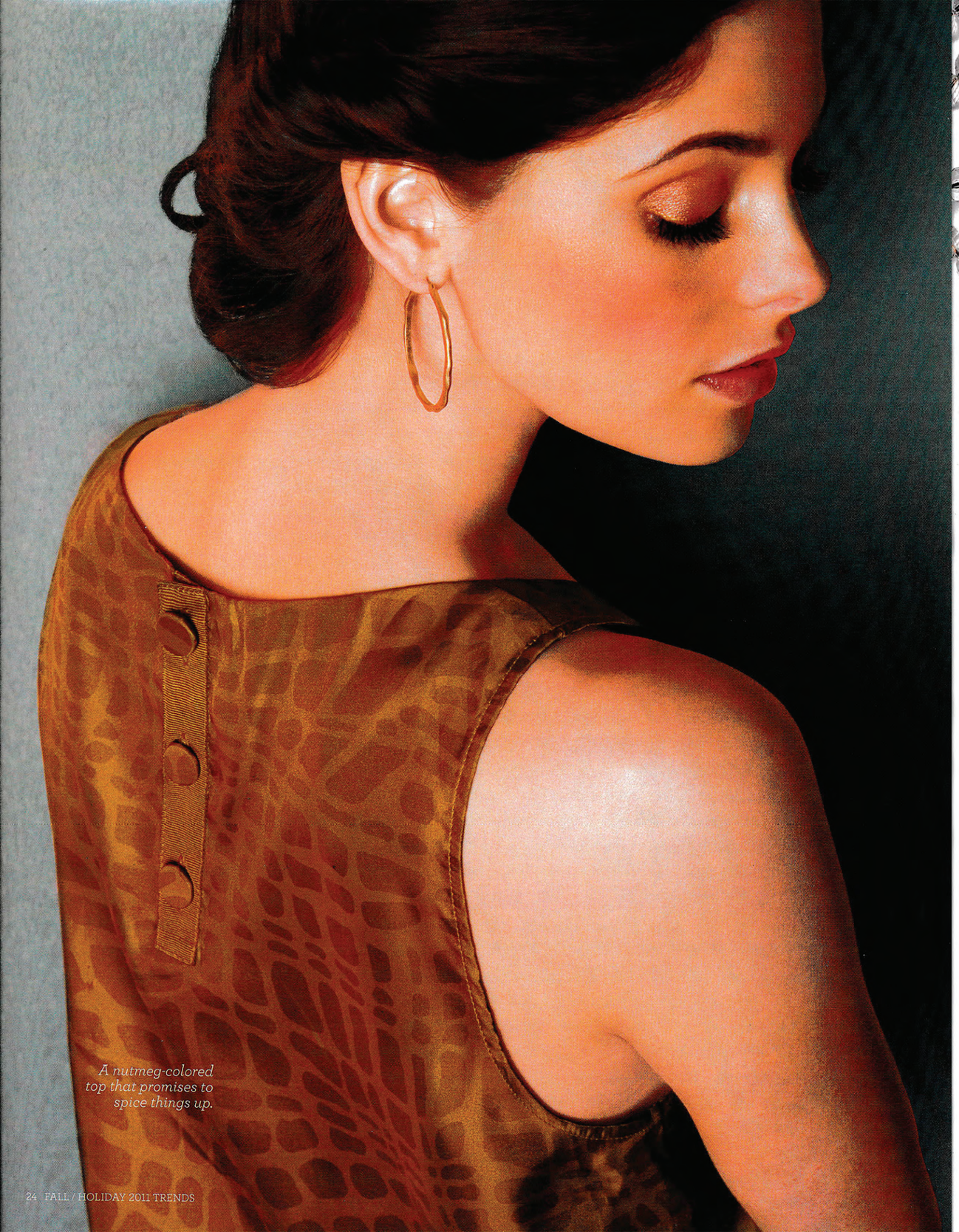
Everyone needs a LBD and this one is simply chic...



For the debutante with a wild side.

The side bow gives this hat a whimsical touch.

A chic and cozy scarf that feels vintage.



A nutmeg-colored top that promises to spice things up.

{mark. LETS YOU BE...}

Golden

TOTALLY TONAL RICH HUES FROM CHOCOLATE TO CAFÉ AU LAIT IN LAVISH MUST-FEEL TEXTURES MAKE THESE BASICS ANYTHING BUT.



Cozy up to cable in a warm autumnal hue.



Adorn yourself with amazing amber tones—this showstopper knows how to make an entrance.



Bronze chain accents make this bag a must-have.



Classic accessories get some unexpected star power.



These menswear-inspired shorts are all girl.





Chain-detail hardware gives this bag an edge.

{mark. LETS YOU BE...}

Unique

BOY MEETS GIRL MENSWEAR-INSPIRED PIECES GO FROM GRITTY TO PRETTY WITH GIRLY ACCENTS.



The boyfriend blazer—only better—perfectly suited to every occasion!

Colorful
Unique
Dramatic
Alluring
Irresistible
Awe-Inspiring
Chic
Sophisticated
Brilliant
Golden



mark.

LETS YOU BE ANYONE YOU WANT TO BE.
YOUR GUIDE TO THE BEST NEW FINDS IN BEAUTY AND FASHION FOR FALL AND HOLIDAY 2011.