

mark.

SPRING / SUMMER
2012 TRENDS

BIGGER BOLDER
BRIGHTER



BIGGER BOLDER BRIGHTER



We're not going into next season quietly—in fact, we're embracing it with brighter beauty and bolder fashion—and it all starts right here.

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BEAUTY TRENDS

FACE
FORWARD

VIOLET
FEMME

BRIGHT
EYES

LIP KICK



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FACE FORWARD

A bright, radiant complexion is always in style.



Be brighter with min-a-real cream-to-powder mineral foundation and glowdacious illuminating powder.

BIGGER**BOLDER**BRIGHTER



Make a **bold** statement with pretty pinks, powerful purples and liberating lilacs.

Be bolder with all the highlights soft glow illuminator, i-mark custom pick eye shadow in shades violet ink, mystical and pink dusk and nailed it trend mini nail lacquers in shades violet daze and tickled pink.





BIGGERBOLDERBRIGHTER

BRIGHT eyes

Show your true colors—this
bright idea mixes unexpected
combinations of vibrant shades.



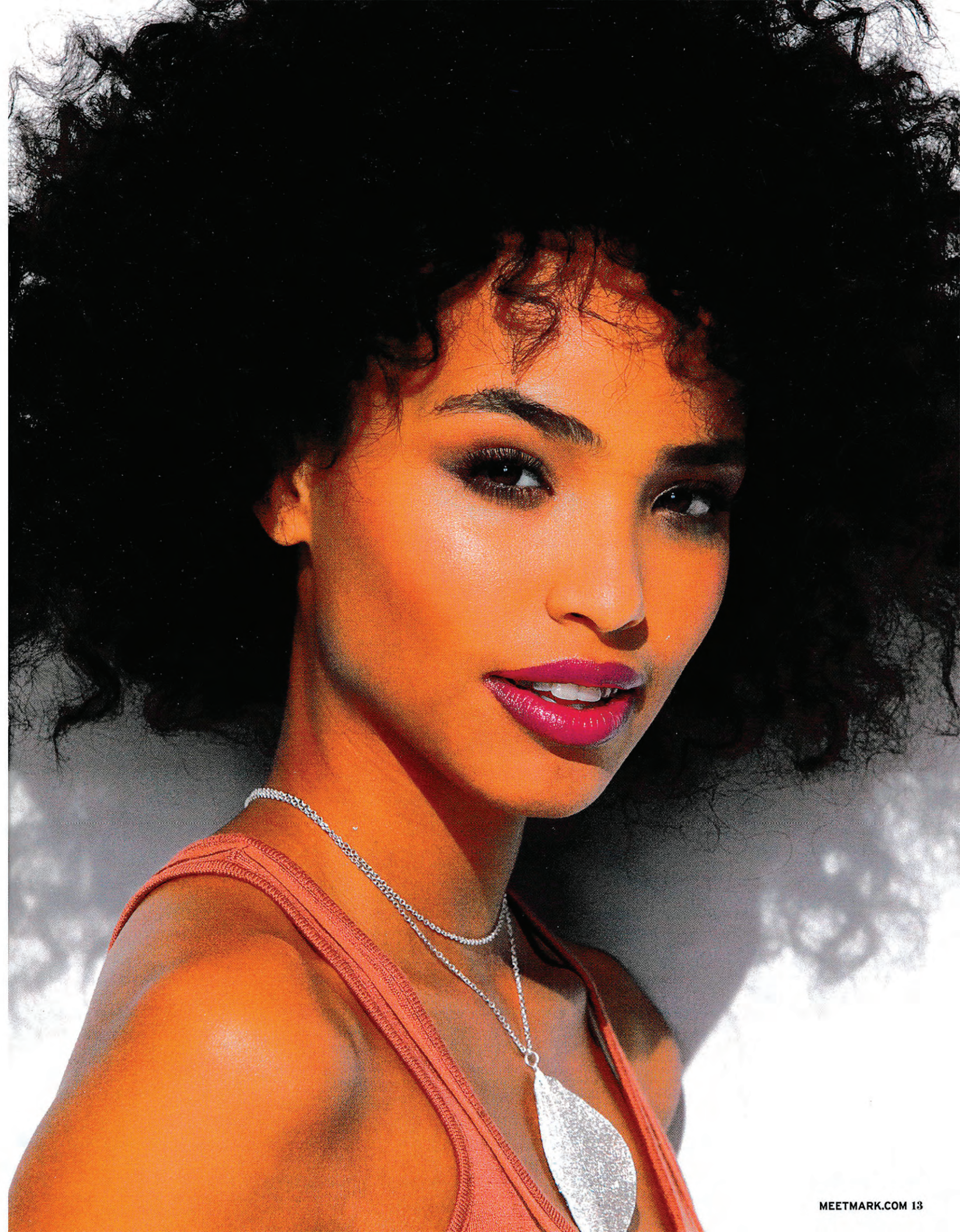
Be brighter with keep it going longwear eyeliner and shadow in compacts **naturalist** and **paradiso**.

lip KICK

Don't give lip service to subdued tones—this trend demands **bright**, glossy color in striking corals, rich raspberries and spiced up neutrals.



Be brighter with gloss gorgeous stay on lip stain and gloss on lip gloss.





GET THE LOOK

Celebrity makeup artist Mai Quynh breaks down the season's hottest trends—from bold lips and lids to flawless complexions, she's got the inside track on the latest and greatest must-have beauty looks.



FACE FORWARD

MAI'S TIP:

"Gorgeous skin is great for every season. Getting fresh, dewy skin is easy when using **glowdacious**. A great trick for flawless skin is applying foundation with a foundation brush and then blending in the edges with a damp sponge."

FACE: Apply **min-a-real** in a complementary shade to even skin tone. Dust **glowdacious** in shade **prettied up** all over the face.

EYES: Sweep **i-mark** **metallics** in shade **sugar sugar** along the brow bones and lids. Run **what a line** in shade **wee hours** across the upper lash lines, drawing the line slightly beyond the outer corners of the eyes and upward for a slight winged effect. Brush two coats of **lash all you want** in shade **black** on upper lashes.

CHEEKS: Apply **just pinched** in shade **cheeky** to the apples of the cheeks and blend upward.

LIPS: Apply **glow baby glow** in shade **honey**.



VIOLET FEMME

MAI'S TIP:

"Violet looks beautiful on any eye color. There are many ways to wear violet—you can have a sheer wash of color on the eyelids or smudge a plum pencil along the top and bottom lash lines. If you're wearing a pale lavender color, it's important to keep the lashes defined, so always wear mascara."

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

EYES: Apply **i-mark** in shade **violet ink** over the lids up to the crease and along the lower lash lines. Sweep **i-mark** in shade **pink dust** from the crease up to the brow bones and blend. Apply shade **mystical** on the inner corners of the eyes. Line the outer corner of eyes and lower lash lines with **no place to run** in shade **ultra violet**. Brush two coats of **lash all you want** in shade **black** on the upper and lower lashes.

CHEEKS: Sweep **good glowing** in shade **kitten glo** on the apples of the cheeks and dust **all the highlights** over the face for a luminous glow.

LIPS: Apply **gloss gorgeous** in shade **bare**.



BRIGHT EYES

MAI'S TIP:

"When wearing multiple bright colors on the eyes it's always safe to pair them with a neutral lip and cheek. If you'd like to wear more color on the cheeks or lip, go sheer and not too opaque."

FACE: Apply **min-a-real** in a complementary shade to even skin tone. Touch up with **matte-nificent** in a complementary shade to stay shine free.

EYES: Using **keep it going** compact **naturalist**, sweep the bronze shade over the lids, then apply the turquoise shade along the bottom lash lines for extra definition. Sweep two coats of **lash all you want** in shade **black** on the upper and lower lashes.

CHEEKS: Dust **good glowing** in shade **hush baby** on apples of the cheeks and blend upward.

LIPS: Apply **lipclick** in shade **honey bunny**.



LIP KICK

MAI'S TIP:

"Having a bright pop of color on the lip is a great way to awaken your face. You can also add a hint of color in your eyeliner along the top lash line to make the look more modern and fun."

FACE: Apply **powder buff** in a complementary shade for a soft, fresh face. Dust **touch & glow** all over for a hint of glow.

EYES: Using **on the dot** neutral eye color compact, apply shade 5 (count from upper left corner of palette, left to right) across lids, then follow with shade 4 in the crease and blend. Run **no place to run** in shade **foxy brown** across the upper lash lines. Sweep two coats of **lash all you want** in shade **black** on the upper and lower lashes.

CHEEKS: Dust on **good glowing** in shade **after glo**.

LIPS: Apply **gloss gorgeous** in shade **showy**.



BACKSTAGE AT REBECCA MINKOFF

After a successful collaboration on an exclusive Minkoff for **mark.** handbag, Rebecca Minkoff asked us to partner with her again to create a signature makeup look for her Spring 2012 runway show. She worked with Mai Quynh on evolving the look, and the results—a clean, fresh face with a burst of color—showcased spring trends and the Minkoff collection perfectly.

"I really liked working with Rebecca. We wanted to keep the makeup clean and simple—pretty skin with a bold pop of color on the lips. This look is great for the runway, but it's also great for anyone to try at home."

—Mai Quynh



Scan the code with your smartphone to see behind the scenes from the show!

Data rates may apply.



WORD ON THE STREET

Our fans are anything but quiet about their enthusiasm for **mark.** and these products. We think they're fantastic must-have items, but don't just take our word for it...

*"The **get bright highlighter** highlights the tops of your cheekbones, under your eye brow, the inner corner of your eye, your cupid's bow... basically anywhere you want to reflect light and look dewy. Amazing!"*

SYIAH BENSON 

get bright
hook up highlighter




touch & glow
shimmer cream cubes
all over face palette



"If you are like me and love beautiful washes of color on your lids, then this compact is for you. This would be great on a summer vacation or partying up the summer nights."

MEGM ON MEETMARK.COM

*love my @markgirl
lash all you want
mascara—definitely a
must-have for major
lash lengthening!*

@HHRANDY 

lash all you want
high-volume mascara



lipclick
lipstick



DESTINED TO
BE THE **NEXT**
FAN FAVORITE

Hamptons Fragrance
Effortless elegance
and a beach-y cool
style—clean, pristine
watery notes instantly
take you there.



"It feels like putting silk on your lips... It doesn't taste like lipstick either—much better, with a hint of mint. And the magnetic case so it doesn't pop open in your purse is ingenious!"
CREAKY ON MEETMARK.COM



FASHION TRENDS

'70S
CHIC
ROCK
ON
FEMININE
WILES
ECLECTIC
EDGE

"I love the '70s vibe I've been seeing on the runways lately—these stacked heels will definitely be my go-tos for the season."
—Ashley Greene



'70S CHIC

Reminiscent of the laid-back '70s—a modern yet familiar mix of earth tones, sexy stacked heels and **bold** and shining gold statement jewelry gives this trend a relaxed yet super-chic vibe.



What inspired us:

Navajo landscape

Easy flair



Golden palette

Graphic wall paper

Chunky platform heels

Get chic with blaze the way blazer (on Ashley, opposite page), in the loop fringe earrings, tall order sandals, bohemian style bag and borrowed from the boys watch.

ROCK ON

'80s rock 'n' roll street style gets a cutting edge reboot—go **big** and heavy on the hardware with studs, zippers and silver accents, while hits of vivid color take this trend over the top.



Rock on with chain reaction earrings (above), walk the line ring, a little bit of edge jacket (right), on the bright track sweatpant jeans (right), i'm hooked bracelet, rebecca minkoff delight bag (opposite page) and double skull ring (opposite page).



What inspired us:

The classic biker jacket

Punk street style



Spikes and leather

'80s rock

Animal prints



**mark.
exclusive**
REBECCA MINKOFF
DELIGHT BAG



feminine WILES

Modern silhouettes with flirty draping give this trend a romantic feel, while **bright** oversized accessories add a fresh and contemporary twist.



Sparkle with see and be scene dress (opposite page), decked out necklace (above, opposite page), pick a posey earrings and show off ring.



What inspired us:

- Soft abstract patterns
- Romantic destinations
- Bold florals
- Crystal chandeliers
- Draping

ECLECTIC EDGE

Part downtown, part vintage—totally eclectic. Mix it up with flea market finds and unexpected contemporary pieces to make this **bold** trend anything but mainstream.



Mix it up with boho blend scarf, sunny outlook sandals, layer up bracelets, heat wave hoop set, going to new lengths skirt (opposite page) and taupe and glory bag (opposite page).

What inspired us:



Indie music festivals

Vintage leather

NYC downtown chic

Polaroid pictures

Bright jewels





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From beauty that isn't afraid to take chances to fashion that knows how to make an impact—here's what's coming your way...and it all starts this spring.