

# BOBBI BROWN

Holiday 2025 Collection – Available as from mid-October 2025

## Wrapped in wonder

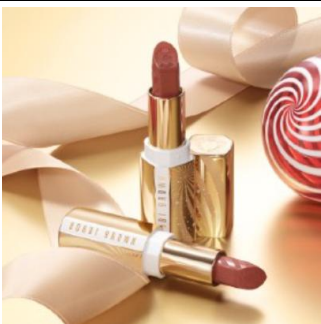
### The Limited-Edition Holiday Collection

This holiday season, Bobbi Brown invites you to embrace the magic of celebration with our Limited-Edition Wrapped in Wonder Holiday Collection—a curated collection of effortless essentials designed to make holiday beauty fun and wearable. From bold statement looks to soft, luminous finishes, this festive lineup captures the spirit of the season with signature Bobbi Brown artistry and ease.

As part of the collection, Bobbi Brown introduces a special, limited-edition product featuring exclusive Alice in Wonderland-inspired decorative packaging—bringing a whimsical touch to the season.



## Luxe collection



### Luxe lipstick

Swipe on creamy, skincare-infused color with Luxe Lipstick—now in 3 limited-edition festive shades for the season ahead. Long-wearing and non-smudging for up to 10 hours, Luxe Lipstick glides on effortlessly, leaving lips feeling as luxe as they look: smooth, hydrated, and perfected with a formula that helps reduce the appearance of lip lines.

**Suggested Retail Price (SRP) : €47 - Maple/Cool Pink/Sweet Cherry**

### Luxe eye shadow duo

These limited-edition duos pair shimmering, high-impact shades to create easy, celebratory looks that shine all season long. Formulated with chromatic pigments for intense multidimensionality and a striking 3D effect, each shadow delivers richly saturated color with ultimate clarity and dramatic payoff. The hybrid formula features a velvety, bouncy texture that glides on effortlessly and blends seamlessly—making it easier than ever to achieve a dazzling, festive eye look.

**SRP : €65 – Sparkling Pink**



For more press information, please contact **Marie Wauters** : [mwauters@be.clinique.com](mailto:mwauters@be.clinique.com)

Find us on social: @BobbiBrown #BobbiBrown

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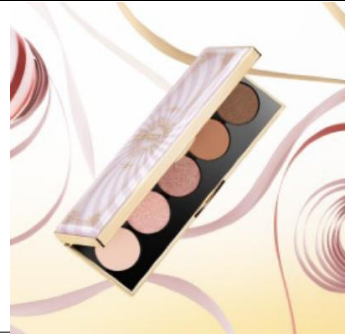
## Holiday 2025 Collection | Palettes & Gift SETS

### Pink Mirage Eye Shadow Palette

From wearable pinks to any-occasion browns and everyday mattes, our 5-shadow palette is one you'll reach for all season.

*"These beautiful, flushed shadows create a warm, rosy glow for a fun, modern eye look."* – Cassandra Garcia, Global Pro Artist

**SRP : €70**



### Sweet Decadence Eye Shadow Palette

This 8-shadow palette offers a can't-go-wrong curation of neutral mattes and twinkling finishes grounded with a versatile, soft black shadow for effortless holiday looks. The matte shades feature a soft velvet texture for smooth, blendable color, while the shimmer hues provide a soft frosted effect for effortless radiance. Topper shades, with their bouncy, sensorial texture, add a delicate veil of glistening color that you can wear alone or layer for customizable dimension.

**SRP : €85**

## Gift Sets

### Bobbi Brown Beauty Essentials

Gift them all the essentials that work wonders. This seven-piece set has everything you need to create a quick and easy holiday statement.

Includes:

- Full Size Vitamin Enriched Face Base (50ml)
- Mini Long-Wear Cream Shadow Stick in Moonstone
- Full Size Kajal Eyeliner (Waterproof) in Black
- Full Size Smokey Eye Mascara in Black
- Mini Highlighting Powder in Pink Glow
- Full Size Pot Rouge in Pink Flame
- Full Size Crushed Oil-Infused Gloss in New Romantic

**SRP : €215**



CREATES AN EASY HOLIDAY  
STATEMENT IN ONE SET.

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### Mini Shadow Stick Duo

Give easy eye looks a whirl with two mini sizes of our #1 swipe-and-go eye shadow sticks in bestselling shades Golden Pink and Dusty Mauve.

*"Great for easy application on the go. Apply Golden Pink all over your lid, then accent with Dusty Mauve for the perfect festive touch."* – Cassandra Garcia, Global Pro Artist

**SRP : €31**



### Mini Crushed Oil-Infused Gloss Trio

Lip lovers on your list? This one's for them. Three Crushed Oil-Infused Glosses swipe on hydrating, high-shine color in Slow Jam, In the Buff, and Bare Sparkle. Experience super-smooth, ultra-hydrating color with this never-sticky lip gloss, available in sheer shades ranging from bare to bold. Infused with Botanical Oils to moisturize and soften lips, plus Hyaluronic Acid and Vitamins C & E for a uniquely hydrating yet weightless feel. Delivers a high-shine finish for effortless, comfortable wear.

**SRP : €50**

### Long-wear cream shadow stick

- Six limited-edition shades of our #1 shadow stick swipe on subtle statements or colorful sheen you can't overdo. Our ultimate quick stick features a smooth, creamy formula that applies and blends with ease—no tugging, no brush necessary—wherever you're headed.

**Taffy/Sugared/Radiant Pink/Fizzy/Pink Pearl**

**SRP : €43**



### Dual-Ended Long-Wear Cream Shadow Stick Duo

Dreaming of festive eyes but not sure where to start? Our dual-ended shadow sticks pair complementary shades and glide-on color that's wondrously simple to build and blend. The creamy sets quickly for 24-hour, budge-proof wear—no touch-ups needed. Featuring shimmer and metallic finishes, these versatile shades layer effortlessly for endless wonder.

**SRP : €77 – Mica & Iced Plum – Glazed Pink & Clove**

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## Holiday 2025 Collection | GIFT Sets

### Vitamin Enriched Face Base Duo

Create festive looks in fewer steps with our bestselling, multitasking moisturizer and primer that nourishes, plumps, and preps skin in one step.

*"Massage into your skin to create a plump, nourished base for makeup."* – Hannah Murray, Global Artistic Director

**SRP : €115**



### Cleanse and prime Skincare Set

Get everything you need to prep your skin for a party-ready look—then melt it all away in seconds. This skincare trio features Vitamin Enriched Face Base, Vitamin Enriched Eye Base, and Soothing Cleansing Oil for pre-party prep and post-celebration cleansing. The Vitamin Enriched Smoothing Serum is the first step in our artist-approved regimen, delivering overnight hydration to create a smooth, radiant canvas for makeup. Paired with our bestselling Vitamin Enriched Face Base, a primer-meets-moisturizer, it plumps and preps skin in one step for flawless foundation. With one sold every nine seconds globally, it's the ultimate makeup prep essential.

**SRP : €130**

**Only available at INNO.**

### Kajal liner & Mascara duo

Unwrap the secret to effortless, defined eyes with this limited-edition set, featuring 24-Hour Kajal Eye Liner in Black for smooth, precision glide and Smokey Eye Mascara to amplify lashes with bold volume and definition. The ultimate duo for creating everything from subtle definition to a full, smoldering eye look.

**SRP : €59**



The Holiday 2025 Collection is available as from mid-October 2025 at INNO, Ici Paris XL, Douglas, Parfuma, Paris 8 as well as online on [bobbibrown.be](http://bobbibrown.be), [iciparisxl.be](http://iciparisxl.be), [douglas.be](http://douglas.be) and [parfuma.com](http://parfuma.com).