

BREAKTHROUGH PRODUCT OF THE YEAR

From bespoke fragrances to Boomer-only brands, highly focused products from companies big and small helped redefine the beauty landscape.

PRESTIGE COLOR COSMETICS

LIPSTICK QUEEN BY POPPY KING

Australian lipstick maven Poppy King was playing dress-up in her mother's closet with bright red lipstick at the age of seven. In a way, she hasn't changed all that much. She is still absolutely passionate about lipstick. "I tried talking myself out of making a serious career out of lipstick, but every time I deviated away from anything to do with lipstick, it just didn't feel right," said King, who first launched an eponymous line in 1992. With hopes of bringing lipstick back into the spotlight, this year King introduced Lipstick Queen, a line of 10 shades in two textures—the matte Sinner and the sheerer Saint. King's passion grows out of a feeling that lipstick is misunderstood. "People feel that it's old-fashioned when indeed it's anything but," said King, who drove home her point with the midyear introduction of Oxymoron, a matte lip gloss available in four shades. —MICHELLE EDGAR

PRESTIGE FRAGRANCE

MEMOIRE LIQUIDE

Robin Coe-Hutshing and her sister, Jennifer Coe-Bakewell, have come a long way since their days as self-described hippie chicks mixing fragrances in the back of their store. The proprietresses of the influential indie boutique Studio at Fred Segal, the sisters proved themselves to be equally as skilled at product development this year with the launch of Memoire Liquide. The bespoke fragrance collection features 160 unique scents that can be mixed and matched as the customer desires. While the custom-designed decanters, etched black and gold labels and in-depth, individual descriptions for each of the 160 accords suggest haute couture price tags, the reality is quite different. The entry price point is \$45 for a 0.5-oz. pure perfume roll-on, meaning the California sisters not only tapped into the prevailing trend for personalized fragrances, but, true to their hippie roots, did it in a feel-good way, too. —JENNY B. FINE

