

A close-up, profile view of a woman's face. Her eyes are closed, and her skin is smooth and glowing. A thick, white dollop of cream is applied to her right cheek. The lighting is soft and directional, highlighting the texture of her skin and the cream.

Design for the
Beauty/Fashion Industry

Liska has a depth of experience helping fashion and beauty clients launch, extend, evolve and advance their brands.

We conceive and design materials that visually and verbally communicate consistent experiences to targeted audiences.



Comprehensive branding and global launch for this European luxury organic skincare line



amala

[shop](#) | [story](#) | [services](#)

Radiant skin. Responsible skincare.

Radiant skin.
Responsible skincare.
—they're not mutually exclusive.

[discover more](#) ▶



ama.la

ama.la
hydrate



ama.la

rejuvenate
cocoa bean

rejuvenating
face polish

50 ml / 1.7 fl.oz.



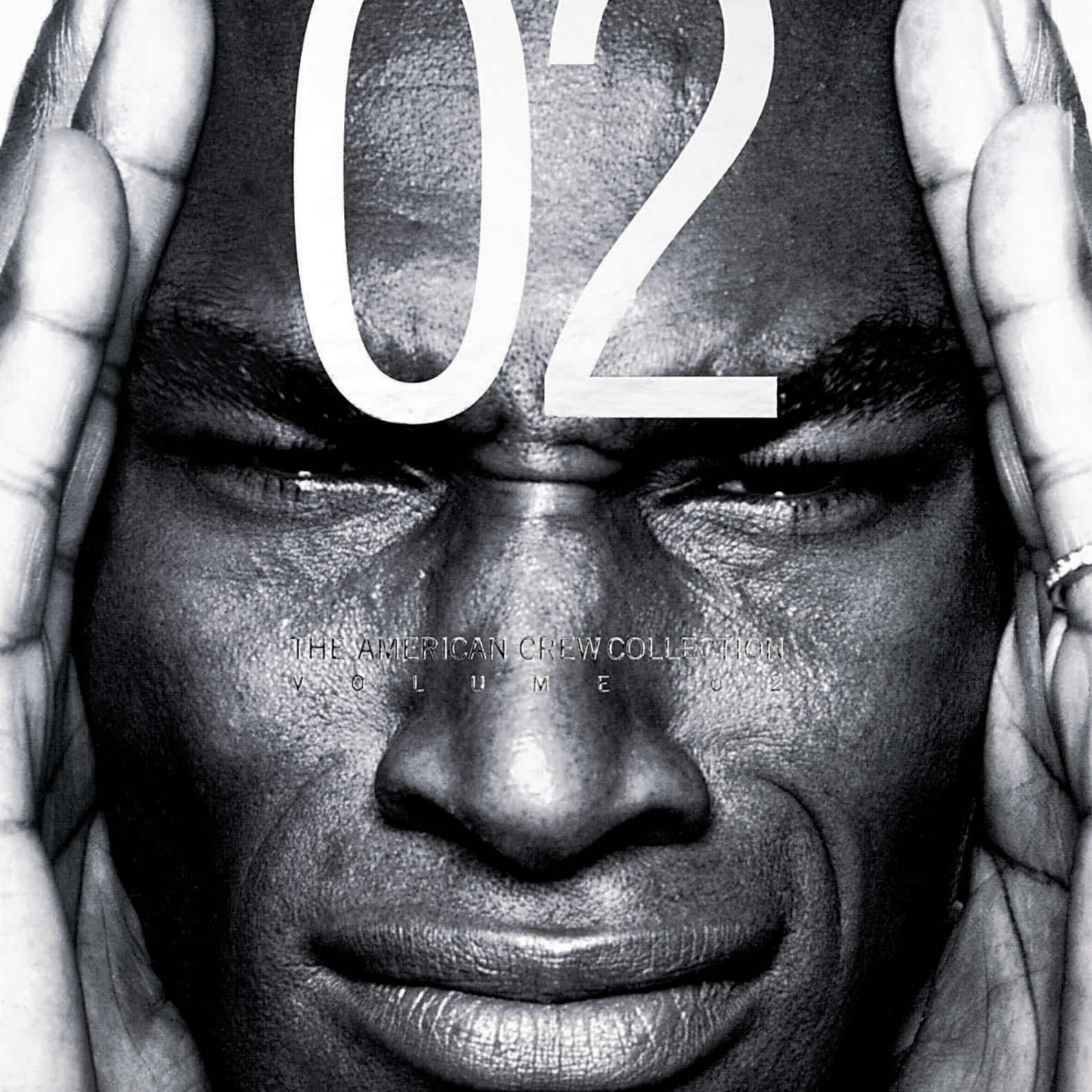


time is plastic





Comprehensive branding for this iconic men's grooming line, including identity, packaging and style books



02

THE AMERICAN CREW COLLECTION
V O L U M E 0 2



KIEHL'S SINCE 1851
SOLID GROOMING AID
 For Conditioning and Control
 Net wt. 1.23 oz. 35g

KIEHL'S SINCE 1851
THE ULTIMATE MEN'S AFTER-SHAVE BALM AND MOISTURIZER
 4.2 fl. oz. - 125 ml

KIEHL'S SINCE 1851
ESSENTIAL REPAIR TREATMENT LINE FORMULA "MM" MOISTURIZING MASQUE
 2.5 fl. oz. - 75 ml

KIEHL'S SINCE 1851
ENRICHING MOISTURE TREATMENT FOR MEN
 2.5 fl. oz. - 75 ml

KIEHL'S SINCE 1851
HUE NO. 309
 1.7 fl. oz. - 50 ml

KIEHL'S SINCE 1851
ULTRA FACIAL MOISTURIZER SPF 15
 4 fl. oz. (118 ml)

Kiehl's SINCE 1851
ULTRA PROTECTION WATER-BASED SUNSCREEN LOTION SPF 15
 4.2 fl. oz. - 125 ml

Kiehl's SINCE 1851
ABYSSINE EYE CREAM
 Net Wt. 0.3 oz. (14 g) - 1 fl. oz.



KIEHL'S SINCE 1851
BATH and SHOWER FLUID BODY CLEANSER "ALPINE HERBS"
 8.4 fl. oz. - 250 ml

KIEHL'S SINCE 1851
CALENDULA HERBAL-EXTRACT TONER
Alcohol-Free
 16.9 fl. oz. - 500 ml

KIEHL'S SINCE 1851
HERBAL TONER
Mixed Berries and Elderberry
 4 fl. oz. (118 ml)

KIEHL'S SINCE 1851
STRENGTH CONDITIONING FOR DRY HAIR
 8 fl. oz. (226 mL)

Kiehl's SINCE 1851
LAVENDER FOAMING-RELAXING BATH WITH SEA SALTS and ALOE VERA
 16.9 fl. oz. - 500 ml

Kiehl's SINCE 1851
EXTRASTRENGTH STYLING GEL
 4.2 fl. oz. - 125 ml

Kiehl's SINCE 1851
BLUE ASTRINGENT HERBAL LOTION
 4.2 fl. oz. - 125 ml

KIEHL'S SINCE 1851
ULTRA FACIAL MOISTURIZER
 16.9 fl. oz. - 500 ml



Kiehl's SINCE 1851
ULTRA PROTECTION WATER-BASED SUNSCREEN LOTION SPF 15
 8.4 fl. oz. - 250 ml

KIEHL'S SINCE 1851
BABY
DIAPER RASH OINTMENT
 3.4 fl. oz. 100 ml

Kiehl's SINCE 1851
ABYSSINE LOTION SPF 15 SUNSCREEN
 4.2 fl. oz. - 125 ml

KIEHL'S SINCE 1851
HERBAL-EXTRACT Alcohol-Free
 4 fl. oz. (118 ml)

KIEHL'S SINCE 1851
AMINO ACID SHAMPOO
 8 fl. oz. (226 mL)

KIEHL'S SINCE 1851
MULTI-PURPOSE FACIAL FORMULA FOR MEN
 4.2 fl. oz. - 125 ml

Kiehl's SINCE 1851
"WET LOOK" GROOMING
 4.2 fl. oz. - 125 ml

KIEHL'S SINCE 1851
MEN'S ALCOHOL-FREE HERBAL TONER
 4.2 fl. oz. - 125 ml

KIEHL'S SINCE 1851
BABY
GENTLE CLEANSING MILK
 4.2 fl. oz. - 125 ml



Comprehensive package labeling to support international expansion along with education materials to help maintain the brand essence



LANCÔME
PARIS

DISCOVER LANCÔME ORIENTATION
SELF-STUDY NOTEBOOK

NAME

HIRE DATE

THE LANCÔME LOOK

HOW TO... APPLY THE DESIGN

Apply your look to a Face Chart (on the back of the CPG). You'll need cotton rounds and cotton swabs to "paint" the Face Chart. Use a light touch and build the color. Make sure the edges are blended just as you would blend makeup on skin. See below for application tips on your clients.

CHEEKS

PROFESSIONAL APPLICATION TIPS:

- > Apply cheek color first to bring an immediate glow to skin.
- > Sweep from the apples of the cheek to the hairline and blend well.
- > Lancôme has two cheek brushes for different looks:
Use Cheek **Brush #6** to apply color on apples or to softly contour.



Precision Cheek **Brush #7** features a dome shape to distribute and blend cheek color evenly.



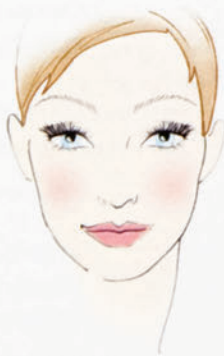
LONG OR OVAL FACE

Minimize length by shading color on lower apples



ROUND FACE

Shade under cheek bone up toward hair line



HEART SHAPED

Place color on apples or on cheek bone for a soft contour

LIPS

PROFESSIONAL APPLICATION TIPS:

- > For a more modern lip look
- > Sketch lip liner starting at the cupid's bow
- > Use Retractable Lip **Brush #1**



SMALL LIPS

Gloss the center of the lips with a paler shade

BRUSH CARE

Teach your clients how to wash their brushes every time! Every 2 weeks

- > Use a mild shampoo and warm water (avoid the ferrule of the brush) and avoid soap
- > Gently wash and rinse the brush
- > Allow the brush to dry overnight
- > Never stand the brush upright

Refer to the Counter Guide for more information



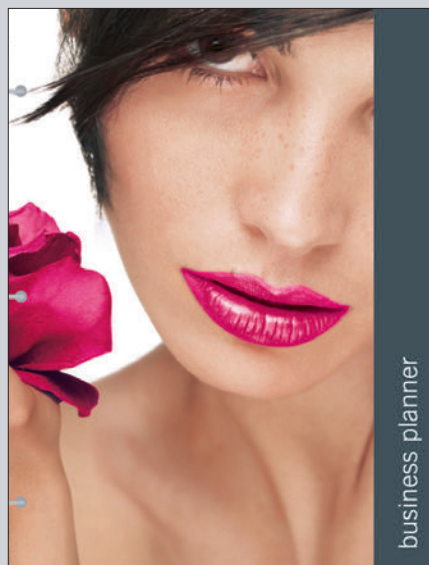
Discover Lancôme



Discover Lancôme



Discover Lancôme



business planner



Discover Lancôme
Orientation/Counter Guide

modern organic products

mop **pear
shampoo**

for infants
& toddlers

shampooing
à la poire
enfants et
nourrissons

Wanna get kids
cooing over bathing
& shampooing? Pear
Shampoo containing
Certified Organic
Pear Purée &
soothing Aloe is
the kindest way we
know to cleanse wee
ones. Contains no
harsh lather addi-
tives or detergents
to dry out tender
skin & scalp. Easy
to rinse. Smells just
yummy too.

10.15 fl oz / 300 mL

me & b.
MATERNITY

TROUPE
BODYWEAR BY CAPEZIO


TRICOCI UNIVERSITY
OF BEAUTY CULTURE

12 Benefits

mop
modern organic products

amala


SUB
70


AROMAFLORIA

AMERICAN
CREW

MAD
ABOUT
COLOR

sensorifusion
AROMAFLORIA


PRIMAVERA®







12

Benefits

Benefits

Preserves color + Smooths frizz + Moisturizes dry hair + Strengthens fragile hair + Prevents damage + Protects from chlorine, wind and sun damage + Adds softness and silky finish + Improves texture and manageability

Preserves color + Smooths frizz + Repairs damage + Prevents split ends + Strengthens fragile hair + Prevents damage + Protects from chlorine, wind and sun damage + Adds softness and silky finish + Protects from blow-drying + Improves texture and manageability + Anti-age formula keeps hair youthful

Preserves color + Smooths frizz + Repairs damage + Prevents split ends + Strengthens fragile hair + Prevents damage + Protects from chlorine, wind and sun damage + Adds softness and silky finish + Protects from blow-drying + Improves texture and manageability + Anti-age formula keeps hair youthful

instant healthy hair treatment

instant healthy hair treatment

instant healthy hair treatment

traitement instantané pour des cheveux sains
tratamiento instantáneo para un cabello sano

traitement instantané pour des cheveux sains
tratamiento instantáneo para un cabello sano

traitement instantané pour des cheveux sains
tratamiento instantáneo para un cabello sano

net wt. 6.0 oz • 175mL

net wt. 6.0 oz • 175mL

supported in style.

stand + deliver

compression hosiery,
specifically designed for the active
work lives of beauty professionals.
standanddeliverhosiery.com

wash your car plant vegetables sip lemonade
sunbathe ride a bike surf make smores
collect seashells relax in a hammock build a sandcastle
stroll the boardwalk swim take a vacation
run outside play bocce garden
sit on a dock play beach volleyball take a spontaneous road trip
play tennis sail go to a baseball game
get caught in a rainstorm enjoy an outdoor concert
go camping follow the ice cream truck go kayak
have a picnic fishing grill out
visit the farmers' market golf toss a frisbee
drive a convertible pick wildflowers fly a kite

12 Benefits
Instant healthy hair treatment
Traitement instantané pour des cheveux sains
Instant healthy hair treatment
net wt. 6.0 oz • 175ml

ENJOY SUMMER.

Instant Healthy Hair Treatment – pool proof, sun proof, tangle proof

Shop 12benefits.com



12 Benefits
Ocean Hair

leave-in mist for natural texture
brume sans rinçage pour une texture naturelle
bruma acondicionadora para una textura natural

Essential mineral formula + Texture and volume in one +
Vegetable and coconut oil moisturizers + Holds wavy hair
+ Activates curl + Protects colored hair + Ideal air-dry
mist + Use damp or dry + Great for slippery hair +
Lightweight conditioning + Protects scalp + Anti-static

net wt. 4 fl. oz • 125mL e

12 Benefits
**SUPER
SUPPLEMENT**

MULTI-PRODUCT BEAUTY SERUM FORMULA
TO SUPERCHARGE YOUR HAIR!
MULTI-PRODUCTO DE BELLEZA SUPERALIMENTADO
PERFECIONAR EL CORDON DE SUAVIDAD
MULTI-PRODUIT DE BEAUTE CONNEXIONNEE
RAFRAICHIR VOTRE SOIN DES CHEVEUX
net wt. 1.70 oz • 50mL e

The Noxema brand

Defining a brand: A brand is much more than a logo. It is the core essence of a company, product or service—the sum of its values and promises. As a benchmark for stakeholders' perceptions, it forms a relationship with the consumer to ultimately build brand loyalty and equity.

To help ensure the company, product or service is differentiated from competitors and recognizable in the marketplace, a brand must be strategically communicated. Every point of interaction is an opportunity to establish or reinforce a relationship by conveying core brand qualities. By ensuring that these touch points are clearly and consistently communicated through all employed media, the brand can achieve specific marketing goals.

Noxema has deep roots in the competitive, expanding skincare market. To ensure that consumers continually view Noxema as a trusted, reliable and recognizable source for fresh, clean skin, branding efforts need to align consistently and thoughtfully.

Target consumers are exposed to multiple media touch points that introduce and reinforce Noxema as a skincare solution. It's critical that all these touch points—packaging, web, advertising, samples, POS, etc.—reflect the Noxema brand experience. Consumers can then form appropriate opinions and expectations based on consistent messages and cues about the brand attributes and values.

By following these guidelines, target consumers will learn what to expect from Noxema products. When the brand experience confirms expectations, it inspires confidence and loyalty. This loyalty translates into the highest level of brand equity.



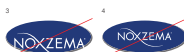
1

Incorrect uses

The Noxema brandmark may only be reproduced according to the guidelines. Here are several examples of what not to do:



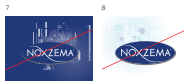
- Do not condense or stretch the brandmark or any of its elements.
- Do not isolate or crop individual elements of the brandmark. The logo, banner and silver ring should always appear together, each in its entirety.



- Do not change spatial relationship of elements.
- Do not change size relationship of elements.



- Do not alter the assigned colors of the brandmark.
- Do not recreate artwork or change the logotype.



- Do not alter the arrangement, location, scale or quantity of tringles.
- Do not combine tringles with any background other than solid Custom Noxema Background Blue.

5

Image style



Imagery that is used on Noxema materials should be primarily photographic and support the Noxema brand by adhering to the following characteristics.

Clean
Sensorial
Refreshing
Transformational
Invigorating
Soothing



2

Packaging color application

Custom Noxema Logo Blue



PMS 286 (closest approximate match, see note)

Custom Noxema Background Blue



PMS 286 (closest approximate match, see note)

Cleansing The Digital



PMS 306

Cleansing Pink Moisturizers



PMS 238B at 70%

Cleansing Clear Moisture



PMS 306

Clean Blush Control



PMS 120

Triple Clean



PMS 102B at 70%

Silver



Star Semigloss 946 PMS 437 if flat or not available

Tingle Blue



PMS 270

Overall Varnish



Semigloss

Noxema packaging is produced utilizing a number of custom colors and specific processes.

We are listing both reproduction method and sequence for existing packaging so that you can adapt this information to achieve compatible results using the specific printing method and materials for your project.

Note: see critical color information on page 16.

The following page shows how this sample package was produced.



8







"It's very dramatic. And very glamorous." *ABC*
Ralph Lauren. *In Style*, September

"The CFDA ceremony, as it has grown glitzier and more polished, with its red carpet, Hollywood guests and gauntlet of photographers, has transformed into a pop culture event." *The Washington Post*, June 11

"The fashion world collided with Hollywood at the CFDA Fashion Awards." *USA Today*, June 8

"American Idols and icons turned up to lend their support to the people who keep them looking their best." *Harper's Bazaar*, August

"This is my first time here and it's just amazing." *Beyoncé*, *Women's Wear Daily*, June 9





**SUB
70**

PINK & GREEN
SHIRTS
KNITS
PANTS
SHORTS
JUNIOR APPAREL
ACCESSORIES
SALE
LOOKBOOK
ABOUT
PRESS

SHOOT
WEAR
BE



Complete branding program for a color-focused hair product



PRIMAVERA®

Gesichtswasser

ROSE GRANATAPFEL

ROSE POMEGRANATE

Toner

TALIZING



Cohesive visual system for the packaging and marketing of this European organic skincare line

Liska+
Associates

610 N. Fairbanks
Studio 2 East
Chicago, Illinois
60611 USA

1 312 867 1111
liska.com

