

THE COOL KIDS

Farmacy, J One and Drunk Elephant... No, not the latest cocktail bars but three new brands set to shake up the beauty world

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MAKE

Moonlight
Moisturizing Primer
1 fl. oz. (30 ml) e

MARIE-STELLA-MARIS
CARE FOR WATER

N° 73
BODY LOTION
Poivre Noir Frais

10.14 FL.OZ.

300 ML e

it

BYE BYE
UNDER EYE

Full Coverage
Anti-Aging
Waterproof
Concealer

Correcteur
Anti-Age
Waterproof
Haute
Couvrance

ILES
FORMULA
PARIS
NEW YORK

HAUTE
PERFORMANCE
CONDITIONER
e 200ml / 6.8 fl. oz.

JONE
BLACK JELLY PACK
Overnight rescue mask
for nourished, glowing
skin by morning



50mL 1.69fl.oz.



If you are even the teeniest bit into fashion, you couldn't have missed the explosive rise of Vetements. Landing seemingly from nowhere, its hoodies and jeans quickly knocked more established brands off the must-wear lists. They're worn by fashion editors and street style bloggers, copied on the high street and name-checked by Drake. The same goes for designer Molly Goddard and her frothy, frilly works of tulle. They're the Acne and Christopher Kane of the future, ready to eclipse the power of the big players. But right now they're still something of an insider secret.

And in an age when news happens instantaneously, discovering something before it gets big can feel impossible. I like to dine at the latest restaurants (Antipodea), watch the newest Netflix series (*Riverdale*) and wear the coolest jewellery (ByAlona). So when it comes to the beauty world, I like to source new brands to include in *Stylist* that you won't have come across on the pages of every other magazine. And right now, much like in fashion, there's a raft of young upstart brands changing the beauty landscape that you need to know about now.

Over the page, discover the eight brands about to go global. Until then, they're our little secret. Buy, use, enjoy, name drop...



FARMACY

At the heart of this eco-chic NYC skincare brand is a rare echinacea plant with exceptionally high immune-boosting properties that has supercharged each of its 25 products for stressed, tired skin.

Our pick: Hydrating Coconut Gel Mask Clear Day Mask Medley, £21, Farmacy

A welcome respite from the plethora of ill-fitting sheet masks on the market, it feels like a sheet of flat jelly (bio-cellulose is the scientific term) that clings to your every crevice like a limpet, infusing the formula deep into skin for a bright, energised complexion.



J ONE

When it comes to skincare, all eyes are on Korea for the latest trends and innovation. And J One, the small but perfectly formed skincare brand created by Korean actress Ha Ji-Won is set to revolutionise your skincare regime.

Our pick: Black Jelly Pack, £46, J One
The latest Korean beauty trend comes in the form of 'sleeping packs': the last step in the skincare routine to seal in all the goodness that's gone before, like an invisible sleeping bag for your face. And this one contains black cumin seed, truffle, blackcurrant, blackberry and black pearl to bolster skin's defences. Sold.



ILES FORMULA

As one of the industry's most in-demand hair stylists, Wendy Iles began mixing hair-nourishing potions behind the scenes on photoshoots to remedy models' frazzled, over-styled hair. And now she's bottled it up for the rest of us to use in a three product system – the most potent shampoo, conditioner and finishing serum.

Our pick: Haute Performance Conditioner, £33, Iles Formula

Powered by a hefty dose of nourishing vitamins and strengthening silk proteins, this conditioner has the power to resurrect absolutely any type of hair from whatever colour, heat or styling hell you've put it through.



MAKE BEAUTY

Billed as 'multifunctional' make-up and skincare, Make Beauty prides itself on creating textures and formulas that will streamline your routine – rather than clutter it up. It should come as no surprise then that it's made in New York City, a city so busy they named a minute after it. Plus, a healthy 10% of sales go to the women-supporting-women co-operative We See Beauty Foundation.

Our pick: Moonlight Primer, £46, Make Beauty

Hydrating, mattifying and smoothing, this clever gel-cream primer also protects against the skin-damaging effects of HEV (High Energy Visible) light emitted by smartphones and computers. A priming powerhouse.



VANDEROHE

Founded by eczema sufferer Olivia Thorpe, there's only one product in the Vanderohe range: a nourishing, skin-calming face oil containing a balanced blend of the world's highest-grade, organic, cold-pressed oils with no pesticides or chemicals.

Our pick: No1 Nourishing Face Serum, £88, Vanderohe

Thorpe travelled to the origins of the seven skin-healing ingredients to source the purest forms, which she then funnelled into this oil that works on all skin types, making mistake skincare buys a thing of the past. So natural, it's the equivalent of eating at Whole Foods. Every day.



DRUNK ELEPHANT

This 'clean' beauty brand is sweeping through the US causing as much of a stir as you'd imagine a real drunken elephant might. This 11-strong line up of skincare products formulated without a single toxin in sight is targeted at improving skin health by using ingredients that only directly benefit it. The sleek packaging with just a hint of neon is pretty on point too.

Our pick: TLC Framboos Glycolic Night Serum, £78, Drunk Elephant

The glycolic acid in this silky serum nibbles away dead skin cells on the surface as the 1% salicylic helps it penetrate deep into the pores, dissolving blemish-causing substances. Works like a charm.



IT COSMETICS

Californian news anchor Jamie Kern Lima was sick of products that underperformed (she once presented an entire show with her eyebrow smudged across her forehead), so she launched an all-encompassing hardworking range of innovative make-up that eradicates the long-suffered beauty issues we've all experienced.

Our pick: Bye Bye Under Eye Concealer, £26, IT Cosmetics

This heavyweight concealer has the coverage capabilities of plasterboard, making light work of dark circles. It's already reached cult status in the US but soon launching in Selfridges, it's poised to brighten the eyes of the UK too. And it does. Not. Budge.



MARIE STELLA MARIS

For the conscious consumer, it's no longer enough for a beauty product to simply do its job; it has to make a difference to the world too. Enter Marie Stella Maris, the Amsterdam-based body and skincare brand dedicated to providing clean drinking water to the world's poorest communities.

Our pick: Poivre Noir Frais Body Lotion, £20, Marie Stella Maris

With notes of black pepper and geranium, this light silky body lotion has the olfactory finesse of a fine fragrance. Slather it over limbs happy in the knowledge that 5% of its cost will be spent on clean water projects around the globe.



ADDITIONAL WORDS: SHANNON PETER, DANIELA MOROSINI, STOCKISTS: DRUNK ELEPHANT (AMAZON.CO.UK), FARMACY (CULTBEAUTY.CO.UK), ILES FORMULA (URBANRETRAIT.CO.UK), IT COSMETICS (QVCUK.COM), J ONE (CULTBEAUTY.CO.UK), MAKE BEAUTY (NET-A-PORTER.COM), MARIE STELLA MARIS (NET-A-PORTER.COM), VANDEROHE (VANDEROHE.COM)