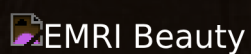


THE LOOKBOOK

Something powerful is coming.

THE BRAND



THE PROMISE

Luxury Beauty. Built to endure.

INSIDE

The launch collection — and the beginning of a new beauty platform.

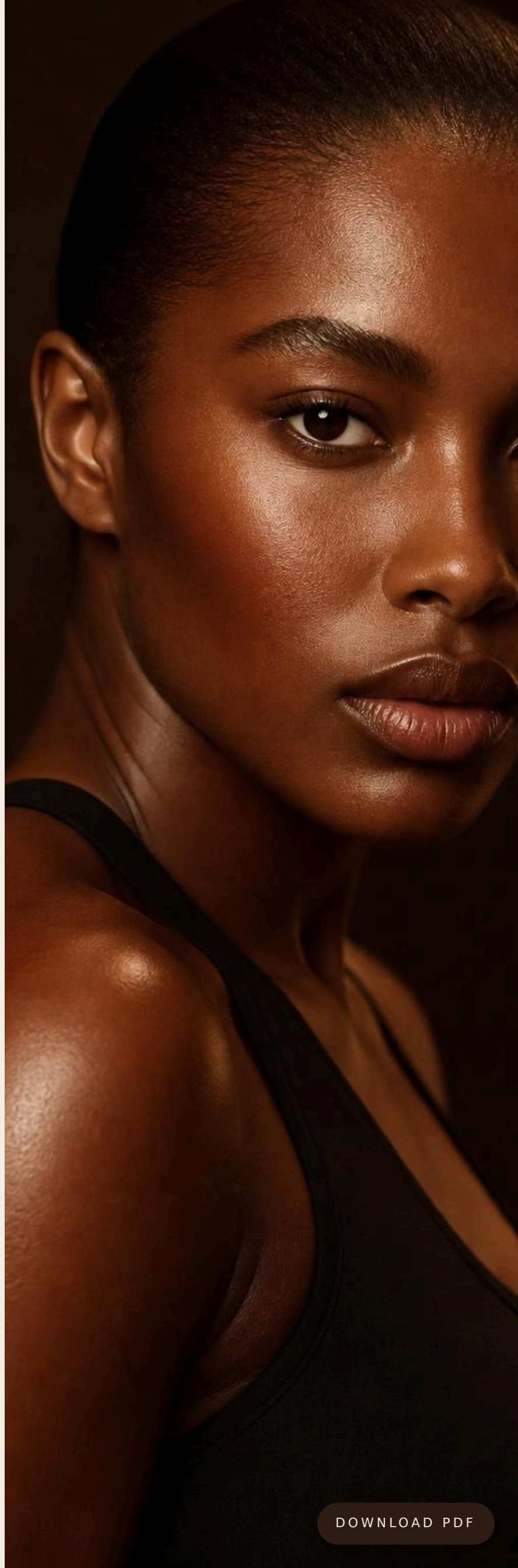
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Beauty is no longer still.

She moves. She trains. She works. She travels. She shows up under lights, under pressure, and in real life.

EMRI is built for that woman — and for the next generation watching her.

| *Wear it like you earned it.*



Luxury beauty was
built for *desire*.
Performance beauty
was built for *utility*.
EMRI was built for
both.

EMRI brings together elevated design, lasting performance, skin-conscious formulas, and a cultural point of view around women in motion.

ENGINEERED FOR THIS



No one has built for her. Until now.

She catches up on her socials during her flight to the tournament. She shops online between film sessions. She has a designer compact and a lived-in gym bag and doesn't see a contradiction between them.

She is a college athlete. A professional player. A woman who trains seriously and lives beautifully.

She has been underserved by both worlds — luxury beauty that doesn't hold up, and performance beauty that doesn't excite her.

A category waiting to be claimed.

She is the athlete. She is the market.

Prestige beauty was built for desire. Performance beauty was built for utility.

The modern woman expects both.

She trains, competes, creates, leads, travels, and performs. She wants products that are beautiful to own and exceptional to use — products that keep pace with her life without asking her to choose between beauty and performance.

Women's sport has never been more visible. Yet prestige beauty has largely overlooked the woman at the center of it.

EMRI was created for her.

We're in a once in a generation inflection point in women's sports.

MELLODY HOBSON, CO-CEO, ARIEL INVESTMENTS —
FORBES ICONOCLAST SUMMIT, 2026

THE MOMENT

Cultural visibility.

Women's sport revenue up 340% since 2022 — crossing \$3B in 2026.

A growing prize.

Beauty is a \$600B+ global industry — with prestige outpacing mass in every category.

An open market.

Prestige beauty built for her, for the first time.

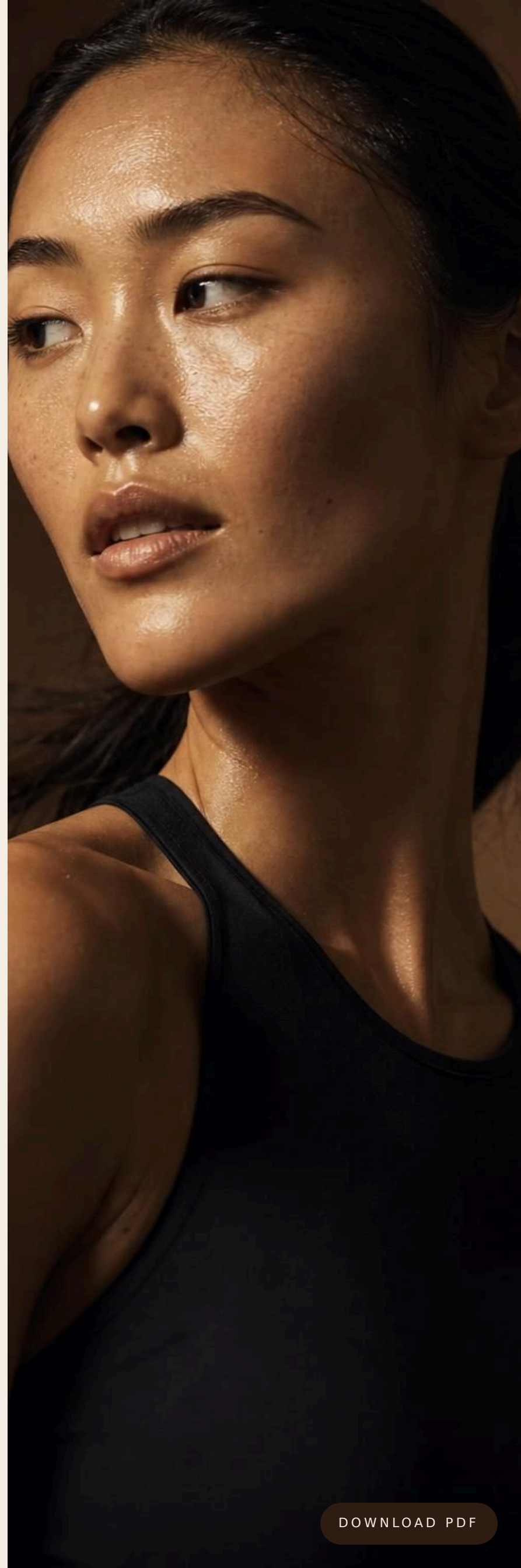
Timing.

First mover in a category of one.

SOURCES: DELOITTE · MCKINSEY · CIRCANA

Strength and beauty are the same thing.

- 01 Discipline that looks effortless.
- 02 Standards that don't compromise.
- 03 A life that moves — beautifully.
- 04 Taste that is intentional.



Train in it. Win in it. Stay in it.

Three objects. One philosophy. Skin, lashes, and color – engineered for the woman who moves through her day with intention. Skin, undefeated.

FIELD

*The Performance
Tint*

DRIVE

*The Endurance
Mascara*

FLUSH

*The Lip + Cheek
Stick*

FIELD

The Performance Tint

A long-wear skin-perfecting tint with SPF defense, designed for movement, heat, humidity, and real life.

Light on. Locked in. Next generation protection for athletic glow with polish.

FROM THE WARM-UP TO WHATEVER COMES AFTER.

DRIVE

The Endurance Mascara

A performance mascara engineered to be sweat resistant, humidity-aware, and made to define lashes without the weight.

*Lashes with presence. Built to last.
Designed to come off cleanly.*

FIRST TO THE FINISH, LAST TO FADE.


FLUSH

The Lip + Cheek Stick

A cream-to-powder color stick for cheeks and lips. Blends in seconds, wears for hours.

Color inspired by movement. Cheeks warmed by effort. Lips flushed with heat.

YOU KNOW THE FEELING.

 EMRI signature floating ring detail with the polished gold ring and lucite spacer reading as one continuous gesture


SIGNATURE DETAIL · 01


The floating ring.


*A mark of momentum. A promise
to yourself.*


Precision built. Beautifully worn.

EMRI packaging is tactile, weighted, and intentional — with a soft-touch finish, architectural silhouettes, and a signature floating ring designed to become instantly recognizable.

 Weighted base

 Pump detail

 Debossed EMRI
wordmark

 Sculpted brush
wand

PERFORMANCE YOU CAN FEEL · BEAUTY
YOU CAN SEE · DESIGN YOU CAN KEEP

Endurance is a standard.

Endurance is the refusal to accept beauty that fades, products that quit, or a brand that doesn't fully see you.

EMRI endures – on skin, in hand, in a category that needed it.

THE PRODUCT SETS
IT IN MOTION.

THE STUDIO BUILDS
MOMENTUM.

CHAPTER 02 / BEAUTY IN MOTION

EMRI begins with prestige cosmetics engineered for performance. Then it builds the world around the woman they were made for — through content, culture, and launch authority.

Products create the foundation.

Content creates the culture.

The studio creates the scale.

EMRI STUDIOS

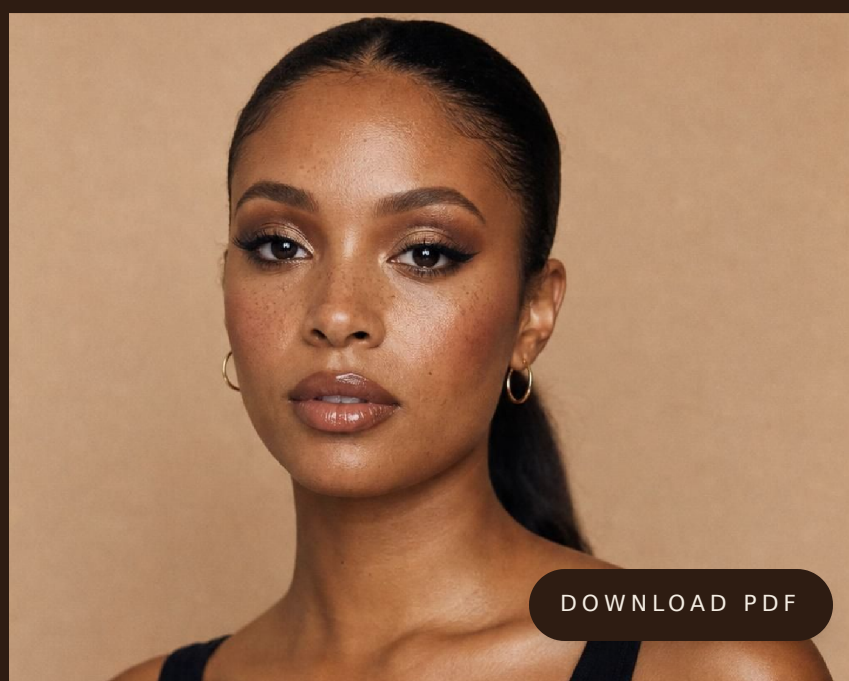
13 — 18

A digital-first beauty studio for the way beauty lives now.

EMRI Studios is the editorial world around EMRI – a digital beauty house built to interpret performance beauty through a more elevated lens.

We cover the products, techniques, events, and women shaping modern beauty now.

More than a brand to discover – a beauty authority to watch.

[DOWNLOAD PDF](#)



Original programming for beauty in motion.

TRYOUTS 01

Real-condition product testing.

Beauty tested through school runs, workouts, games, events, travel, long days, heat, humidity, and real life.

THE DRAFT 02

New launches worth attention.

New beauty product launches — what is worth it, what is hype, and what deserves attention.

THE LINEUP 03

Athletes, artists, and women in motion.

Athletes and active women, unscripted — the products they actually reach for, and the routines that hold up to their lives.

PRIME TIME 04

Beauty under lights, cameras, pressure, and long wear.

Celebrity beauty under lights, heat, cameras, pressure, and long wear.

THE PLAYBOOK 05

Expert technique built to last.

Expert makeup artists teaching polished, wearable looks with authority and restraint.

THE EMRI EDIT 06

Curated recommendations through performance, luxury, and taste.

The elevated recommendation engine — curated through the lens of performance, luxury, and taste.

Product creates proof. The Circle creates trust. The Studio creates scale.

The brands winning now do not begin with product alone. They begin with trust – with women who listen, follow, believe, and return. EMRI builds that trust through four connected engines.

01 PRODUCT

Hero products with prestige performance positioning.

03 THE EMRI CIRCLE

A curated network of athletes, trainers, team leaders, and women in motion whose standards already matter.

02 STUDIO

Original programming that proves the point of view and builds authority.

04 COMMERCE

An ecosystem powered by trust, taste, storytelling, and return.

Train in it.
Win in it.
Stay in it.

Luxury Beauty. Built to endure.

SOMETHING POWERFUL IS COMING.

DOWNLOAD PDF →

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