

Glossier launches collectible beauty passport to boost loyalty and store footfall #222635

By Amanda May | Published: 19-Mar-2025

Retail Marketing

Glossier Passport Book encourages shoppers to visit all the brand's US and UK stores to collect exclusive stickers and memorabilia, ushering in a new era of beauty merchandise



Glossier has launched a new beauty passport initiative to make visiting its stores even more memorable – building loyalty through experience, not just product.

The Glossier Passport Book encourages consumers to visit different brand stores across the UK and US and collect exclusive stickers from each to document their Glossier travels with.

Shoppers can further personalise their book with a polaroid photo of themselves, taken in-store by a Glossier 'Editor'.

The make-up and skin care brand's new scheme mimics the way a traveller collects stamps from different places around the world they have visited in an official passport.

"Just landed: the Glossier Passport Book ✈️ Perfect for collecting Glossier stickers and memorabilia, especially as you visit all of the different Glossier stores in the US and UK," Glossier posted on Instagram.

"Now available for purchase at all stores – make sure to tag us as you personalise your own Passport Books."

It is a brand experience that combines loyalty with the irresistible appeal of collectibles, which is timely given the rise – and popularity – of limited edition beauty merchandise.

"Merch and collectibles seem to be resonating with consumers, and this is a clever way of combining loyalty – think a modern beauty version of a coffee shop stamp card – with incentivising consumers to both visit stores and post about it on social media," Fiona Glen, Director of Projects at beauty branding consultancy The Red Tree, told *Cosmetics Business*.

"We know the Glossier consumer is active on social media and having them speak about the brand is a form of 'owned media', with trust and authenticity levels high at a peer-to-peer level.

"Glossier is in a unique position where it has its own store presence, a 'cult following' and a consumer base that is motivated by social media posting.

"The fact that the passport, and then the stickers, can only be accessed and picked up in-store is an innovative way of driving people to store."



Glossier's Passport Book comes in the brand's signature red and pink colour palette and can only be purchased in UK and US stores while supplies last.

The beauty brand's Instagram post announcing the news has garnered more than 30,000 likes so far and its TikTok post has more than 13,300.

Tom Stone, co-founder of digital and social agency re:act, believes Glossier's latest scheme is also a clever take on the gamification trend that is sweeping beauty and retail as a whole.

"By turning store visits into a collectable experience, it encourages deeper brand connection and rewards customer loyalty in a way that feels fun rather than transactional," Stone told *Cosmetics Business*.

"We have seen beauty brands play with exclusivity before – limited edition in-store gifts or location-based product drops – but this is more interactive, leaning into the personalisation and collectability consumers love.

"It is also a smart way to encourage visits across multiple locations, adding an element of discovery to the brand experience.

"It will undoubtedly spark curiosity – people want something unique and 'money-can't-buy', and this initiative delivers on that."

The lifestyle passport product is not only a cute collectable that is creating a buzz, but it is also providing Glossier consumers with a stronger sense of community.

And Glen believes the brand could evolve the concept even further.

"I would imagine there could be scope for the most 'well-travelled' Glossier consumers to then be picked out for exclusive gifts, features, merchandise, etc," she added.

"I would also be keen to understand how this 'in-person' loyalty programme links to their digital list – I would assume, and advise, that consumers' activity in the passport would be logged on their internal systems."

Many fans are already asking Glossier on social media to make the Passport Book available to buy online.

"Pls make it available online as well so the international Glossier fan won't miss out," Barbs Quinto (@macquinn55) commented on Glossier's Instagram post.

When asked by another Instagram user if the Passport Book would be added to the brand's website, Glossier replied: "No plans right now, we'll share your enthusiasm with the team."

However, a digital extension could also add another layer to the initiative, "allowing users to track progress or unlock hidden rewards," added Stone.

"For other brands, the takeaway is clear – in-store experiences cannot just be about shopping.

"They need to be immersive, rewarding and memorable.

"At a time when footfall is hard to secure, brands that make physical retail exciting again will stay ahead of the curve."

*Cosmetics Business* has reached out to Glossier for comment.

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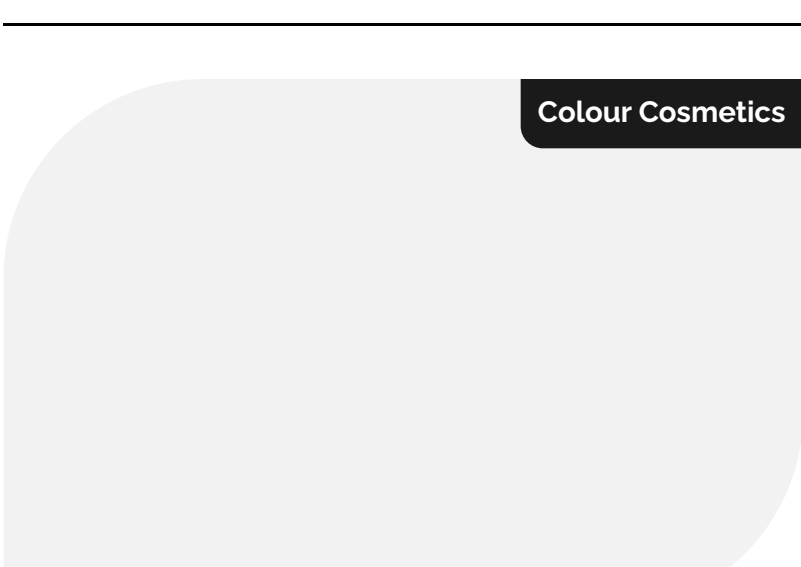
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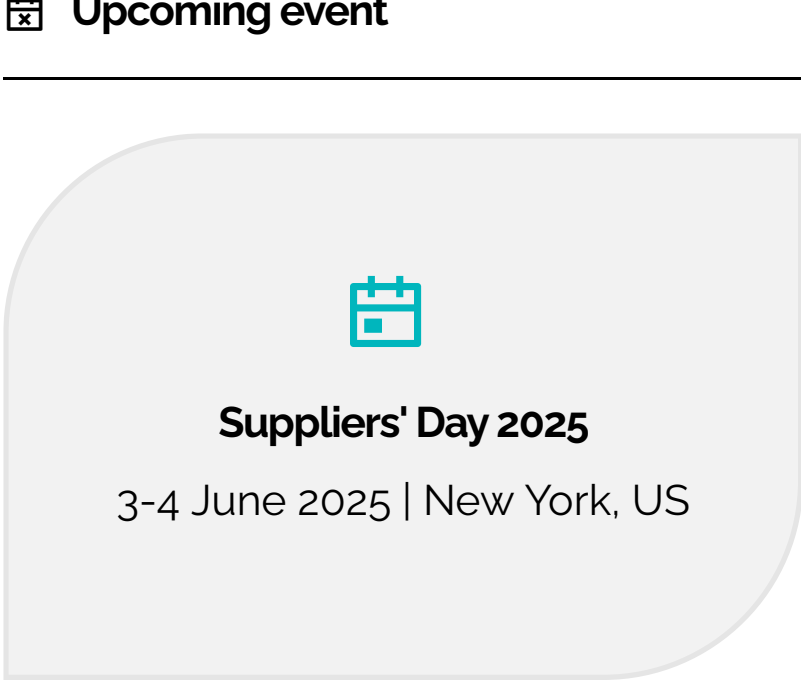
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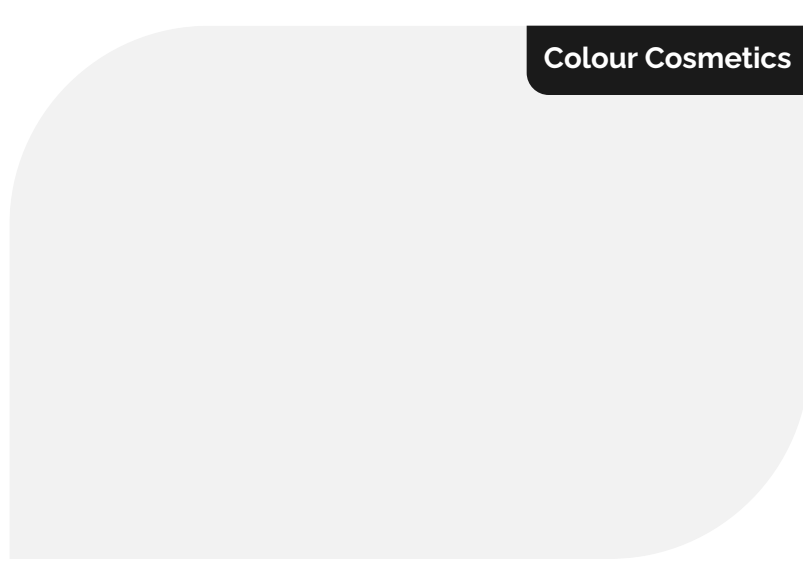
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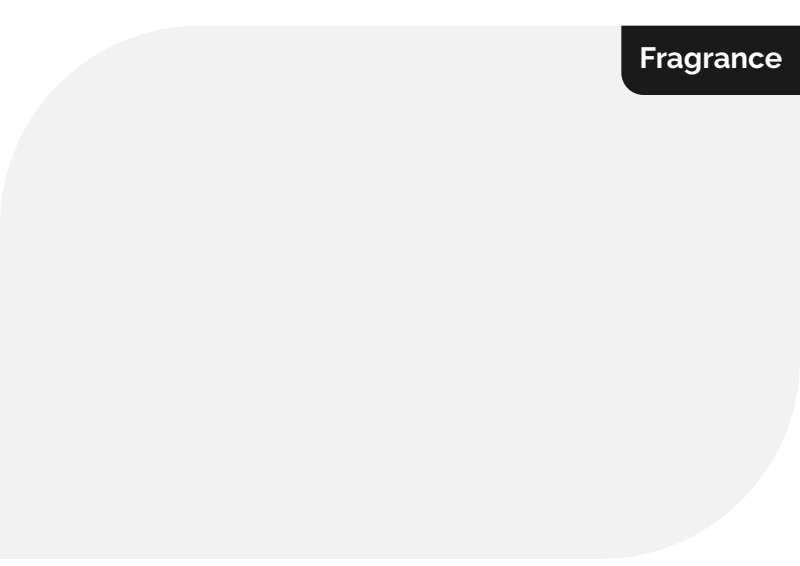


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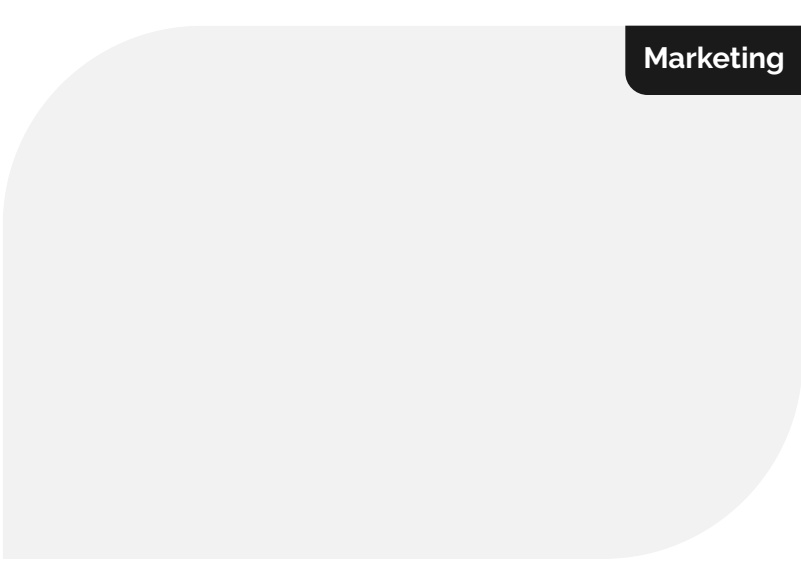
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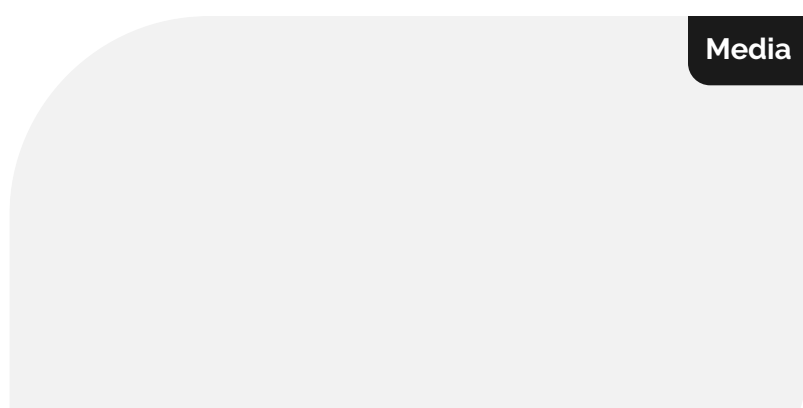
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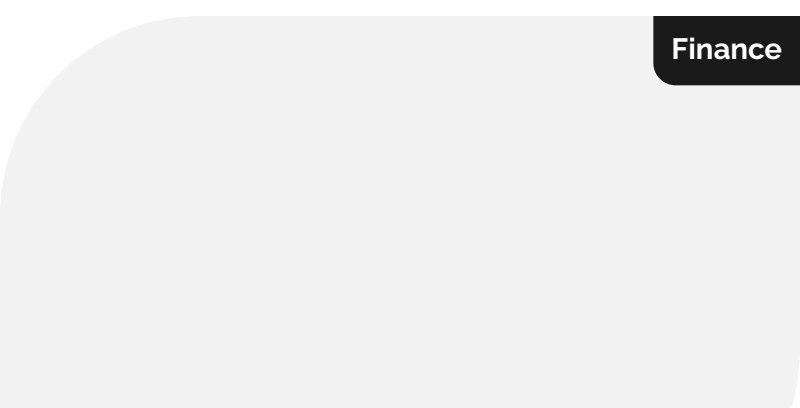
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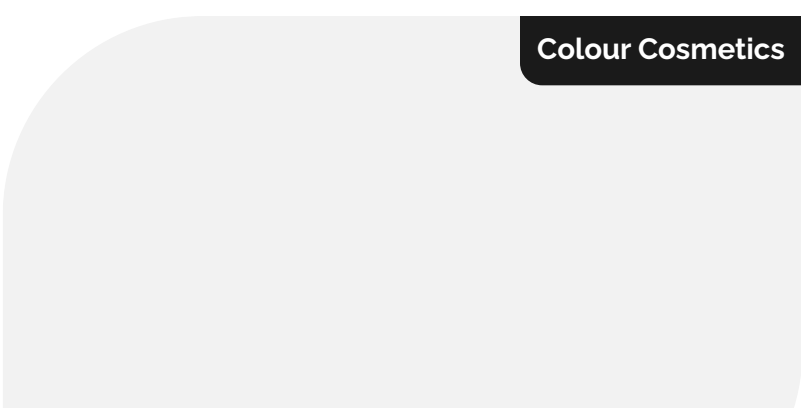
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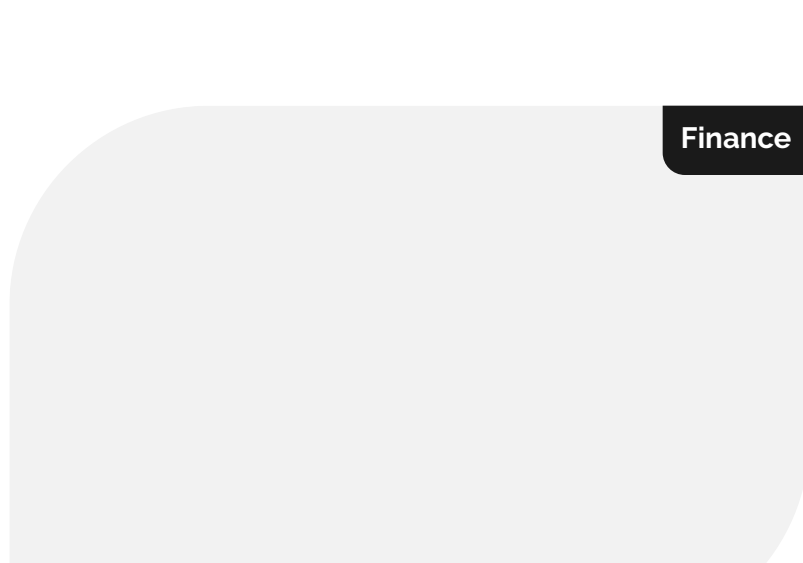
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