



SPACE**N**



In-store campaign & editorial copy

SPACE NK

UNDER THE SEA CAMPAIGN

Strapline:

Take a dip in the ocean with our mineral-enriched edit for hair, face and body.

In-store signage 1:

DIVE IN

Re-energise your body and restore vital minerals with nourishing magnesium and Atlantic kelp.

NEW AND EXCLUSIVE

REN Atlantic Kelp Body Range

In-store signage 2:

MAKE A SPLASH

Purify and refresh lacklustre skin with invigorating salts, minerals and seawater.

NEW

Darphin Hydraskin Eye Gel-Cream and Algenist Splash Setting Mist

In-store signage 3:

CREATE WAVES

Just add water (and a touch of pure rassoul mineral clay) for thicker, tousled tresses without the damage.

NEW

Christophe Robin Cleansing Volumising Paste

Till-point copy:

NEW TO SPACE NK

Fast-track your morning routine with the advanced air-dry technology of IGK Hair's No More Blow and the no-fuss, precise application of Hourglass Caution Mascara.

SPACE NK

CHRISTMAS CATALOGUE: GIFT GUIDE INTRO

As a child, the biggest presents beneath the tree were always the most exciting. But sooner or later, you realise the best presents come in small packages. For us beauty lovers, the Christmas build-up presents (pardon the pun) the perfect opportunity to indulge in all things beauty.

Candles to warm the soul and fragrances to uplift the spirit.

Lipsticks and eyeshadows to add a touch of festive sparkle.

Creams and lotions to nourish parched skin in need of a winter glow.

Scrubs, gels and washes to re-energise bodies fuelled by chocolate, mulled wine and mince pies.

At Space NK, there's something for him and for her this Christmas. For sisters, mothers, dads and brothers. Girlfriends and boyfriends, best friends and work friends.

From cheerful stocking fillers and thoughtful gift sets to decadent festive treats, we've carefully curated this edit of luxury gifts from the world's finest beauty brands. You'll even find something to spoil and pamper yourself with.

Sometimes, you just can't wait until Christmas morning to see what's hiding underneath the tree. So, take a peek and discover what's under ours.

We won't tell if you won't...

SPACENK

EDITORIAL PIECE FOR INSIDE SPACE

Eye Creams Explained

Unsure where to start with eye creams? We've got you covered.

Often an overlooked step in the skincare routine, extra care is needed for the delicate skin around your eye area. Here's our quick guide to help reduce the appearance of puffiness, dark circles and fine lines.

There are a few key ingredients to look out for when choosing an eye cream.

1.Caffeine isn't just for your morning coffee. It also works wonders at alleviating puffiness by contracting the vessels around the eyes to reduce water retention.

2.Antioxidants, such as vitamin C, help to fight environmental aggressors and brighten the skin. A blessing for dark circles induced by one too many late nights!

3.Hyaluronic acid is ideal for those suffering from fine lines and dehydration thanks to its ability to retain 1,000 times its weight in water. This superpowered ingredient's moisture-attracting properties help to improve skin suppleness and smooth lines without feeling heavy.

4.Peptides or retinol are excellent for restoring skin elasticity, so look out for these ingredients if you want your eye area to appear firmer and plumper.

When it comes to formulations, one size doesn't fit all. Those with dry skin will be more suited to a cream or balm, while those with oily or combination skin may prefer a serum. Whatever your skin type, try not to use heavy formulas at night, though, as they can exacerbate puffiness.

To apply, tap your chosen product gently around the eye area using your ring finger to stimulate blood flow and help your eyes look more awake. You only need to use a tiny amount (less than the size of a pea) daily to see results.