i-D x Glossier

"WINKED" Campaign Launch



COLLABORATIVE DROP

REAL PEOPLE IN THEIR SIGNATURE "STRAGIHT-UP" STYLE FOR I-D SUPPLEMENT

The Straight-Up Studio

LOS ANGELES, CA

WINKED

CULTURAL INSIGHT

GEN Z WANTS TO BE PHOTOGRAPHED, NOT RETOUCHED.

THE "GLOSSY LID" LOOK AND NO-FILTER, FLASH-ON-THE-STREET PHOTOS ARE EVERYWHERE ON TIKTOK AND INSTAGRAM. YOUNG PEOPLE WANT BEAUTY THAT LOOKS GOOD IN A CANDID PHOTO, NOT A FILTERED ONE. BOTH I-D AND GLOSSIER WERE BUILT ON THAT EXACT BELIEF, DECADES APART.

BRAND TRUTH

Glossier.

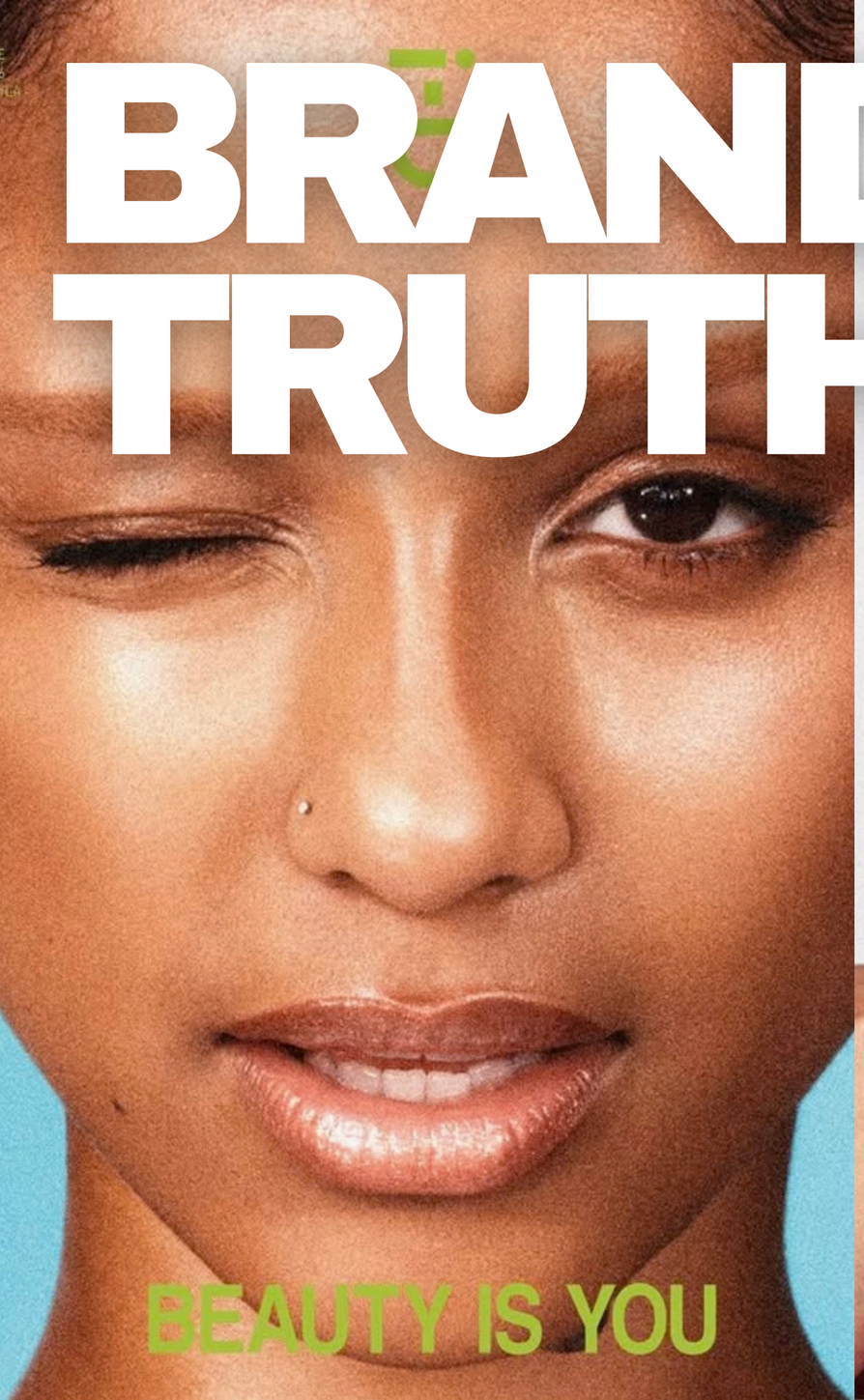


BORN IN 2014 FROM INTO THE GLOSS, A BEAUTY BLOG. GLOSSIER IS A BRAND THAT STARTED AS A PUBLICATION. KNOWN FOR SKIN-FIRST, "YOU LOOK GOOD" BEAUTY: BOY BROW, BALM DOTCOM, CLOUD PAINT, AND THE GLOSSIER YOU FRAGRANCE FAMILY (INCLUDING YOU RÊVE, LAUNCHED APRIL 2026).

IN 2026, NEW CEO COLIN WALSH BEGAN A RESET: FEWER STORES, FEWER AND BIGGER PRODUCTS. NINE OF TWELVE STORES WILL CLOSE, KEEPING ONLY NEW YORK, LOS ANGELES, AND LONDON.

RECENT PLAYBOOK INCLUDES HYPER-LOCAL, CULTURE-LED DROPS, LIKE THE JULY 2026 "I LOVE NY" APPLE BALM DOTCOM SOLD IN BODEGAS. OUR STRATEGIC NEED IS A HERO LAUNCH THAT PROVES THE RESET IS WORKING, CENTERED ON A FLAGSHIP THAT'S STAYING.

BRAND TRUTH





i-D

FOUNDED IN 1977 BY TERRY JONES, WHO PIONEERED THE "STRAIGHT-UP": HEAD-TO-TOE DOCUMENTARY PHOTOS OF REAL PEOPLE ON THE STREET. EVERY I-D COVER FEATURES A WINK, ECHOING THE SIDEWAYS LOGO.

ACQUIRED BY KARLIE KLOSS'S BEDFORD MEDIA IN 2023; RETURNED TO PRINT AS A BIANNUAL IN MARCH 2025. STEFF YOTKA BECAME EDITOR-IN-CHIEF IN 2026.

OUR STRATEGIC NEED IS TO SHOW THE RELAUNCHED I-D CAN DRIVE COMMERCIAL PARTNERSHIPS WITHOUT LOSING ITS YOUTH-CULTURE CREDIBILITY.

INTRODUCING

winked

"WINKED" Campaign Launch



PRODUCT

A SHEER, NON-STICKY EYELID GLOSS IN A BALM TUBE. WEAR ALONE FOR A LUSTROUS LID OR OVER SHADOW.

SHADES

COMES IN THREE SIGNATURE SHADES: FLASH (NEUTRAL WARM BROWN), GLASS (UNIVERSAL CLEAR), AND CANDID (ROSY PINK), $22 EACH.

RESET

ONE HERO SKU FAMILY THAT IS EASY TO EXPLAIN AND BUILT TO BE PHOTOGRAPHED.

i-D x Glossier