



Creative Brief

The invitation was designed for Glossier's launch party of their priming rich moisturizer. For my invitation I decided to follow their minimalist aesthetic and focus on their branding of skin first makeup second. And their brand compared to others can be marked higher due to their strong ethics and mission to promote natural beauty. So the invitation is designed with the minimalist makeup consumer in mind and enticing them with the pacing of information. Which is why I chose to do a three page barrel fold with a pop-up of the product and a pull out RSVP card that emulated their simplistic branding of light pink, white, and black.



Type Specimen

Apercu Pro

Apercu Pro Italic

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nopqrstuvwxyz
1234567890*

Apercu Pro Bold

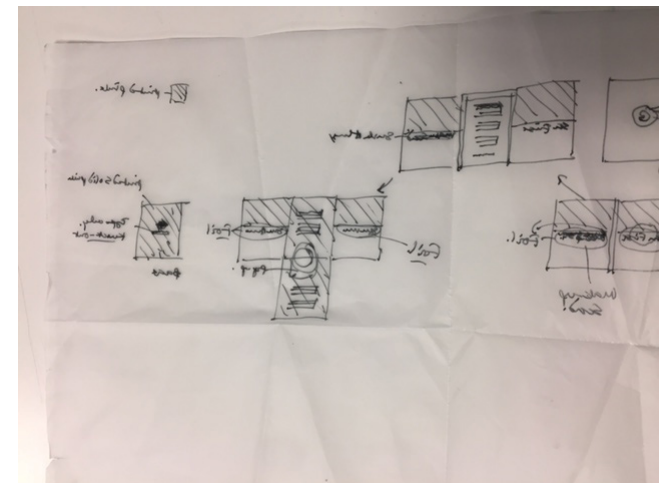
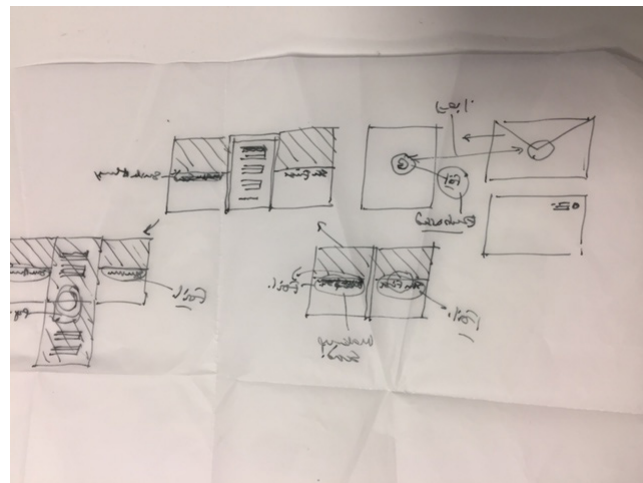
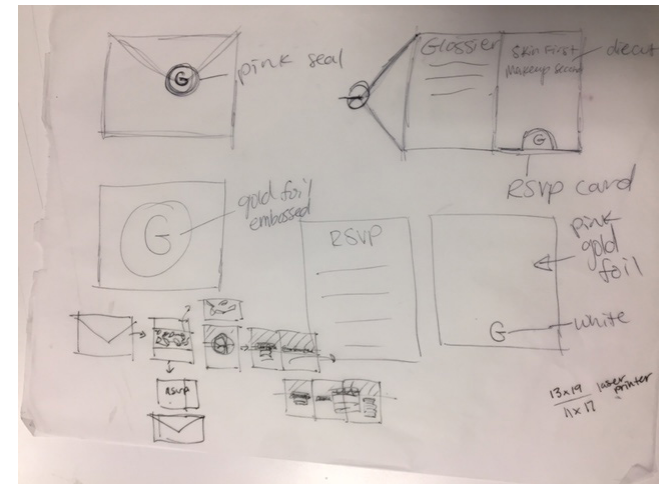
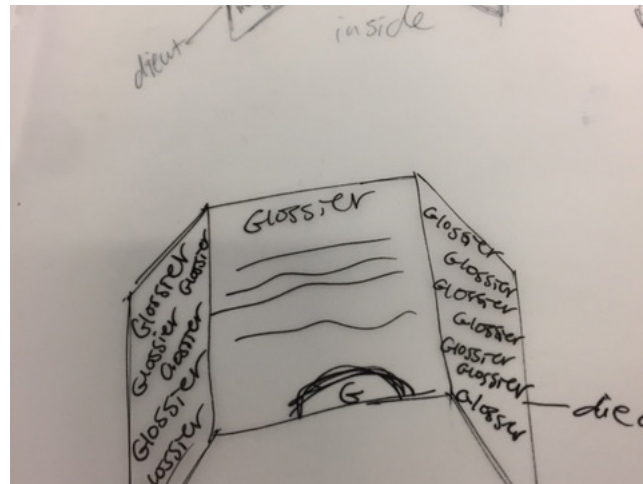
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Apercu Pro Medium

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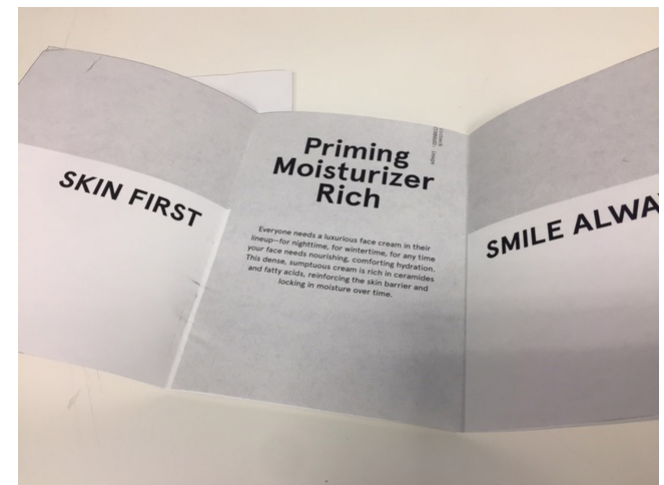
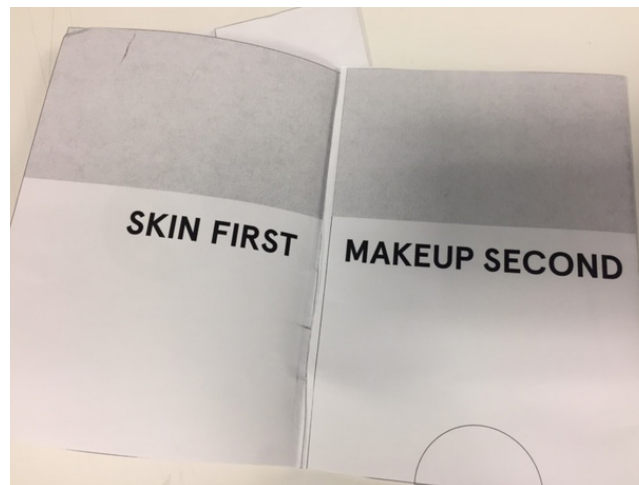


Sketches





Mock ups





Final

