



PLY SKIN: SCANDINAVIA'S NEW SKINCARE REBEL

When the Scandinavian skincare brand PLY SKIN launches on December 3, one of the goals is to change the way we talk about skincare and beauty. Joining on the ownership side is cosmetics giant Lyko, which for the first time is entering into a shared ownership in the development of a new brand.

The first campaign is titled “Break all barriers but the skin,” featuring several well-known models like Emma Ellingsen and Inti Wang, who recently walked between Kim Kardashian and Dua Lipa during Balenciaga’s haute couture show in Paris. Now, they are two of five models in PLY Skincare’s launch campaign, which hopes to change the way we talk about skincare.

“They embody what PLY is all about: strength, authenticity, and daring to break barriers,” says creative director Jone Fjellstad.

Behind PLY are Morten Hegseth (known from VGTV and TV 2 in Norway), the creative duo Jone Fjellstad and Christopher Waldekrantz, together with cosmetics giant Lyko. The campaign is photographed by the renowned photographer Ida Bjørvik, known for her portraits and fashion campaigns for Vogue and the Norwegian royal family.

The brand describes itself as an “anti-beauty beauty brand,” and the products are created with a clear purpose: to care for and strengthen the skin barrier.

“PLY is not about correcting, brightening, or combating aging in any way. Concepts like anti-aging, correcting, and brightening do not exist with us. A beautiful appearance and skin are never about being perfect. It’s primarily about confidence. If you also have great products that make you shine a bit extra, then you’ve achieved your goal,” says Christopher Waldekrantz.



Christopher Waldekrantz, Morten Hegseth and Jone Fjellstad

PLY, which initially consists of the day cream Care Cream, the cleansing product Clean Slate, and the glow serum Beam Drops, will be sold via Lyko’s website and physical stores. The products will also be available on the brand’s own website: www.plyskin.com.

Lyko’s CEO, Rickard Lyko, believes the launch represents something entirely new.

“I am proud that we can be part of realizing such a strongly profiled brand as PLY. We have had the privilege of utilizing all of Lyko’s expertise—from product formulation to production—as well as distribution to our customers. We strongly believe that PLY has the potential to become one of the major brands of the future,” says Lyko.

Work on the products began two and a half years ago.

Waldekrantz and Fjellstad run the design agency The Odd Society together—a firm with over 10 years of experience in industries including skincare and lifestyle.

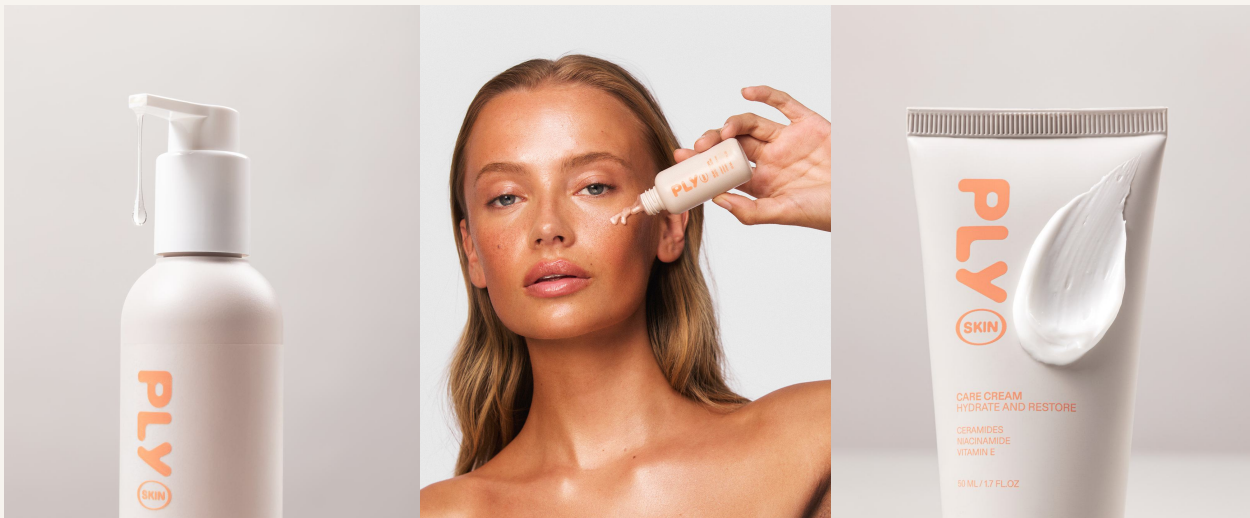
“In many ways, these products are born out of our shared experience and love for the skincare industry.”

The trio has worked together at all stages of the process along with Lyko. PLY is in no way just another celebrity brand on the market. Therefore, PLY is not connected to Hegseth’s work as a presenter and public figure.

“The goal has been to create the products we’ve always wanted ourselves. I want to work with PLY as an owner and, of course, also as a proud promoter. But this is not an extension of my work in front of the camera. On the contrary, PLY is bigger and more important than that,” he says.

So you won’t be a campaign model?

— Not at all. We saw the opportunity to create something new that has the potential to become really big, where we contribute with what we love and are good at. I will work with PLY as an owner and, of course, as a proud ambassador. But this is not an extension of my work in front of the camera. On the contrary, PLY is much bigger and more important than that,” concludes Hegseth.



About the products:

All of PLY’s products in the initial three-step launch are fragrance-free and have their own unique composition.

The day cream contains, among other ingredients, niacinamide and panthenol, which strengthen the skin barrier. The cleansing product Clean Slate includes vitamin C, niacinamide, and AHA acids for a gentle exfoliating effect. The glow serum Beam Drops is filled with antioxidants, vitamin B3, and hyaluronic acid for extra moisture and plumpness.

“It started with us wanting to create a product that works quickly and provides an immediate glow. We have succeeded with that in Beam Drops. When the day cream also retains moisture all day and enhances the effects of the other products—including the cleansing product—we are convinced that these are products that work for everyone. These products provide immediate results while still being gentle.”

Production team:

Photo: Ida Bjorvik / Hest Agentur
Fillm: Lasse Reed og Justin Bellucci
Models: Inti Wang, Emma Ellingsen, Jo Helsoot, Egil Mikael, Katrine V
Creative direction: The Odd Society

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