

LYKO RELAUNCHES MAKE UP STORE – FOREVER ICONIC

Lyko acquired the brand in 2021 and is now relaunching one of Scandinavia's most iconic beauty brands. Since 1996, Make Up Store has stood for expertise, quality, and creativity, proudly maintaining its iconic status in the world of makeup. Now, almost thirty years later, the brand enters a new era with a fresh look and high-performance products for all makeup lovers.

With the concept *Forever Iconic*, a new chapter begins, where Make Up Store's timeless expression and professional heritage merge with the looks of tomorrow and a renewed creative pulse. Audiences are invited behind the scenes to see how products are used by makeup artists and to get closer to the brand's professional core.

The new range combines innovative novelties with updated classics — featuring premium formulations, professional performance, and a distinctly Scandinavian aesthetic that inspires creativity, confidence, and self-expression. From quick backstage touch-ups to everyday must-haves, Make Up Store's products are designed for everyone: easy to use, effective, and timeless.

The relaunch kicks off now with a complete makeup collection, complemented by an exclusive line of high-quality brushes and tools. This week marks the release of a major product drop, featuring hero products such as high-performance bronzers, blushes, and highlighters developed with advanced prism technology. Initially, the assortment includes 100 vegan, European-made products, with an additional 200 planned for future release. The collection features updated classics like Wonder Powder, Multi Lash Mascara, and Cover All Mix, along with new additions such as Eyeshadow Sticks, Face Sticks, Setting Powder, and a much-anticipated Setting Spray.

"When we acquired Make Up Store in 2021, we saw tremendous potential to carefully refine one of the Nordic region's most iconic beauty brands. Four years later, it's incredibly rewarding to see the result — a brand that has preserved its soul while being revitalized through modern design, innovative formulations, and a clear focus on sustainability and performance. Make Up Store remains forever iconic — but now ready for the future," says Rickard Lyko, CEO and Founder of Lyko.

The full assortment will be available exclusively online and in-store at LYKO, as well as at makeupstorecosmetics.com.

Welcome to discover Make Up Store!

For more information, please contact

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About Lyko

Lyko Group AB (publ) is a beauty specialist passionate about making beauty accessible, inspiring, and fun for everyone! With the market's widest assortment, a beauty playground where you can explore everything around the products, and be part of an inspiring community.

Our operations span across eight countries via Lyko.com, the Lyko app, and 34 stores in Sweden, Norway, and Finland. But we don't stop there! We manage the entire chain from product development in our labs and manufacturing in our factory in Gothenburg to warehousing and sales to hairdressers and retailers. The business employs close to 1200 people.

Lyko is listed on the First North Premier Growth Market. Avanza Bank, +46(0)8-409 421 20, corp@avanza.se, is the company's Certified Adviser. Visit Lyko.com for more information.

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