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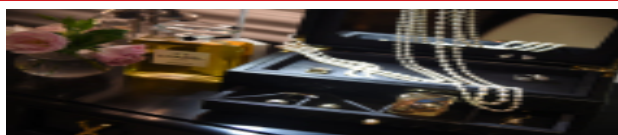
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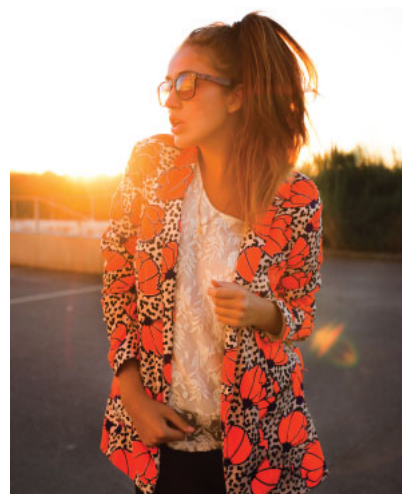


BEAUTY INDUSTRY NEWS / COLOR COSMETICS

Elizabeth Street Cosmetics and Anomie Unite for Pink Lips

The retailer and the beauty brand, both based in San Francisco, created a matte lipstick called Union Street together.

By [Rachel Brown](#) on September 9, 2016



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If you soon spot more bold pink pouts on the streets of San Francisco, credit Elizabeth Street Cosmetics and Anomie. The Bay Area [beauty](#) brand and store have joined forces on the lipstick Union Street, a vibrant matte pink shade priced at \$26 named for the street where Anomie is located.

“This is a neo-punk pink,” said Kelly Crispen, owner of Elizabeth Street Cosmetics. “It has a real edge to it, and it really suits the store. At the store, [proprietor] Chelsea’s [Moylan] whole vibe is minimalistic. She only really carries gray, navy and black. This is the brightest thing in the shop.”

The **collaboration** marks Elizabeth Street Cosmetics first matte shade. Cream shades dominate the five-year-old brand’s product assortment that spans 40 lipstick and lip-gloss offerings. Moylan directed Crispen to develop a matte finish, a favorite of **beauty** and **fashion** enthusiasts at the moment.

“It is the only matte in my range because I’m a very cream-loving neophyte,” relayed Crispen, who worked for **Chanel**, **Lancôme**, **Bobbi Brown** and **MAC** Cosmetics prior to founding Elizabeth Street Cosmetics. “I feel like cream is the most hydrating and the most forgiving. It gives that really juicy look to the lips, but Chelsea was adamant about matte. I went with it, and I’m so glad we did because it stands alone.”

Lipsticks, including a best-selling red dubbed Powell Street and the cool nude toned Church Street, are increasingly popular among Elizabeth Street Cosmetics’ customers. When the brand started, Crispen estimated lip glosses outsold lipsticks two-to-one and now the ratio is reversed. “My new accounts only want to pick up the lipstick,” she said. “I am such a gloss girl. I feel my glosses are really thick. They provide a patent shine, and you don’t need lipstick under the glosses.”

The tie-in with Anomie follows a partnership last year with the retailer Rare Device for which Elizabeth Street Cosmetics produced Divisadero Street, a deep glossy plum lipstick for \$26. Crispen believes the collaborations help build her brand’s audience. “It reaches a whole group of people who maybe don’t know about me, but shop in the store,” she explained. “There is so much competition out there. I need to think out of the box. I can’t just introduce two to three new shades every season.”

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