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Subject: Glossier Unveils New Cologne Line “Glossier You - Eau de Cologne”



For Immediate Release October 29, 2024

Glossier Beauty Brand Launched a New Cologne Line in Featuring Actor Adam Brody in Attempts to Draw in More Male Customers

New York, NY - Glossier, the beloved beauty and skincare brand known for having an inclusive approach to all their cosmetics, is thrilled to announce the launch of their new cologne line, “Glossier You - Eau de Cologne”. Heading this new launch as the face of their campaign is Adam Brody, showcasing how Glossier is not a gender specific brand and offers products to anyone regardless of how they might identify.

Founded in 2014, Glossier is a beauty brand pushing the idea of power in self-expression and the importance of products that support skin health, while enhancing natural beauty. Known for its skincare and makeup products that emphasize minimalism, Glossier continues to innovate and inspire a diverse community of beauty enthusiasts through their commitment to authenticity and inclusivity.

Adam Brody, known for his iconic role in “The OC”, brings a mix of magnetism and authenticity to the campaign. His devotion to following his passions mimic Glossier’s commitment to inclusivity and representation in the beauty industry. The dynamic duo worked together to create a line dedicated to making one feel confident and ready to tackle their everyday tasks.



With this bold move, Glossier is hoping to expand what they offer to a wide range of individuals, aiming to capture the eyes of any and all people, regardless of their gender. The “Glossier You - Eau de Cologne” line will debut with three signature scents, each one specifically designed to capture a lighter aroma, mimicking a simple lifestyle and individuality.

“Glossier has always been about breaking boundaries and redefining beauty standards,” said Emily Weiss, founder of Glossier. “We’re so beyond excited to offer a fragrance line that can cater to anyone looking for something fresh and genuine, regardless of how you might identify. Adam is the perfect partner to help us convey that message and we hope that it brings out a confidence boost from within for every single individual.” said current CEO of Glossier, Kyle Leahy.

“I am so excited to work with a brand that understands the importance of being yourself. This is no diss to my job, I love being an actor, but there is a greater feeling than being myself. Glossier’s devotion to promoting authenticity is just one of the many things I love about them. On top of that, who doesn’t love to smell good?” said actor and celebrity, Adam Brody.

The cologne line features:

1. **Urban Forest** – A mystic and earthy scent that combines hints of cedarwood and neroli to form a revitalizing scent.
2. **Cobalt Citrus** – A vibrant blend of crisp citrus and ambergris, perfect for both day and night outings.
3. **Velvet Voyage** – An adventurous combination of warm spices and rich cedarwood, a woody fragrance that can fit any and all occasions.

The “Glossier You - Eau de Cologne” fragrance line will be available for purchase starting November 20, 2024, on the Glossier website <https://www.glossier.com/>. Starting December 1st, 2024, it will be available in select retail locations.

Join us in celebrating this new addition as Glossier continues to advocate for diversity in beauty. For more details, follow our media social media @glossier for all the insider scoop.

Contact:

Sydney Goldberger, Public Relations Coordinator

[Instagram](#)

[Facebook](#)

[X \(Twitter\)](#)

233 Spring St Floor 10e,
New York, NY 10013
Email: srgoldbe@syr.edu