



SWIPE ON SWIPE OFF

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Habibi : Make-up : Cosmetics

Switzerland – A new make-up concept re-invents traditional Moroccan cosmetics for the social media generation.

: The collection was designed by Kim Romain-Colomb as part of her diploma project at École cantonale d'art de Lausanne (ECAL)

: The packaging features bold geometric shapes that hint at the colour and shape of the product inside, creating an element of transparency

The gesture of swiping is more typically associated with using our smartphones than it is with applying cosmetic products, but designer Romain-Colomb is incorporating the gesture into the design for her Habibi range to offer a modern take on traditional Berber make-up.

The simple terracotta packaging is encased in a paper sleeve that slides off to reveal the product inside, which the consumer applies by wetting their finger and sweeping it directly across their eyes, lips and cheeks, removing the need to use a brush or sponge.

The compact size of the blushers, eyeshadows and lipsticks makes them a practical option for today's busy, always-on consumer. 'Habibi is a compact object that slips into our pocket or bag and is ready to use at any moment of the day,' explains Romain-Colomb.

The Big Picture

Members of [Gen Viz](#) are looking for visually exciting products that enable them to replicate elements of their online existence in the real world.