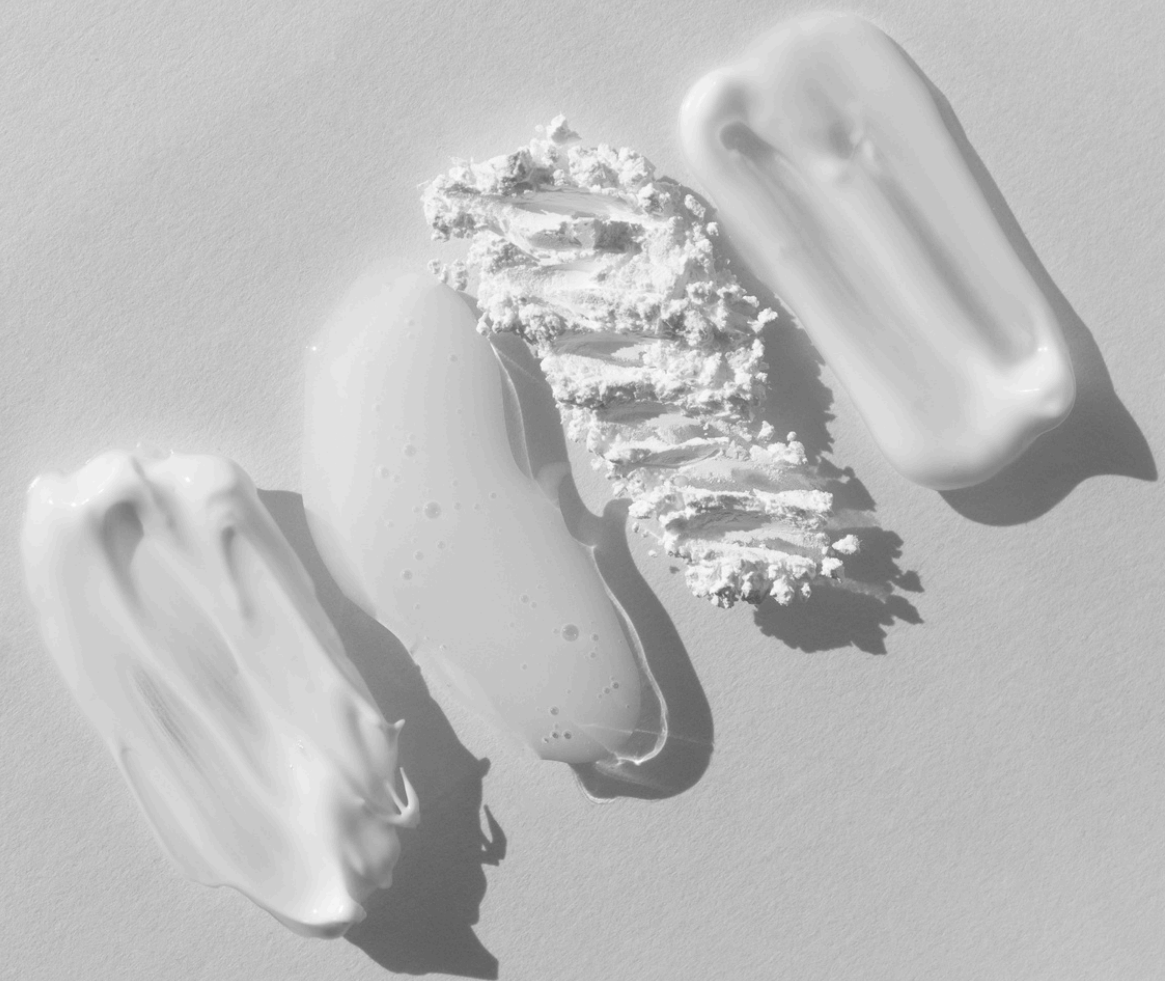


BJÖRK

ICELANDIC BEAUTY



SKINCARE FOR CONNEISSEURS



TESTIMONIALS



**“cold,
smooth
& tasty.”**



BRAND OVERVIEW

“COLD & BOLD”, BJÖRK LAUNCHES AS A HIGH-TECH
SKINCARE COLLECTION USING EXCLUSIVELY ICELANDIC
COLD- PRESSED, LOCALLY SOURCED INGREDIENTS,
OFFERING EACH CUSTOMER A PERSONALISED
EXPERIENCE THROUGH AI-INTEGRATION AND
CUSTOMISED SKIN ANALYSIS

BRAND VISION

**CHAMPIONING INNOVATIVE
SKINCARE BY LEVERAGING
PERSONALISATION AT SCALE,
INCORPORATING MULTI-
SENSORY EXPERIENCES AND
EMPHASISING LOCAL
INGREDIENT STORIES**



BRAND MISSION

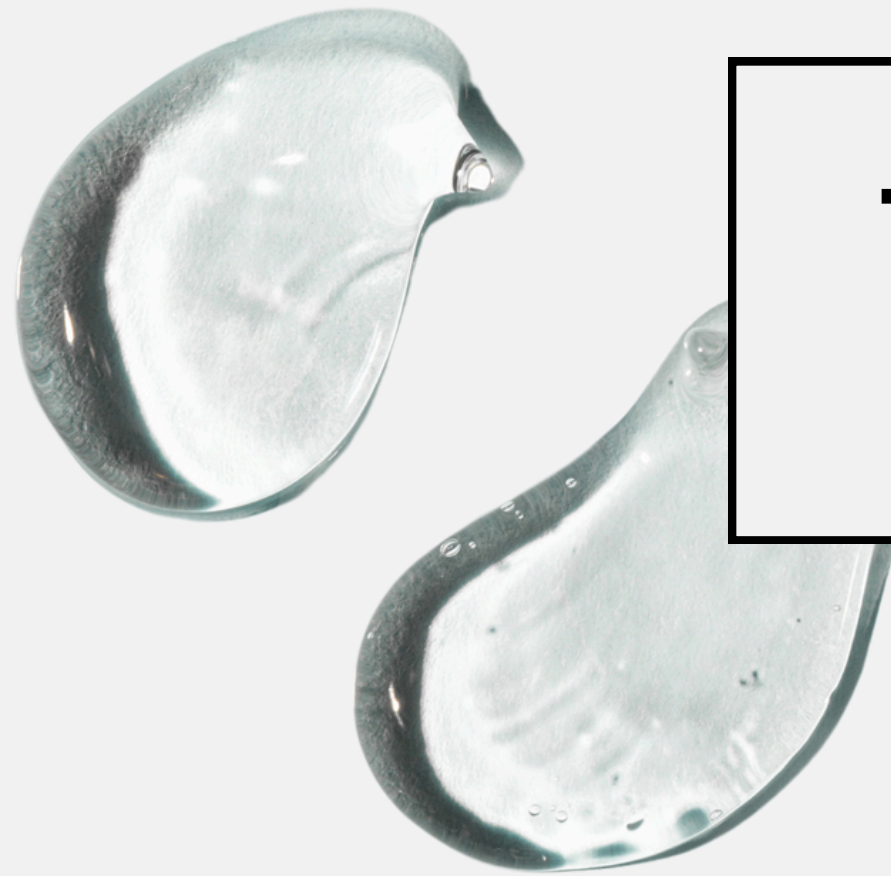
**STRENGTHEN BRAND VISIBILITY
THROUGH PURPOSE- DRIVEN
MARKETING, LEVERAGING HIGH
TECH & LAB FEATURES**

BRAND VALUES

ECO- CONSCIOUS SKINCARE

**TRACEABLE, TRANSPARENT & LOCAL
SOURCING OF INGREDIENTS**

**STRONG STORY-TELLING
UNIQUE TO EACH ITEM AND
CAPSULE COLLECTION**



BRAND POSITIONING

CREATE A "BJÖRK CRAFT-
MAISON", PROMOTED IN
BOUTIQUES, WELLNESS SPAS,
AIRBNBs & HIGH-END
MAGAZINES (HB, VOGUE)

FEATURES

Inviting interiors featuring a two colour
palette: warm toned maxi lights, Dalmatian
rocky interiors and maxi lotus green plants



BRAND STORY

Björk emerges from a philosophy rooted in the quiet power of “less is more,” drawing on ancestral wisdom to create beauty that begins with nature and ends with individuality. Inspired by ancient know-how, Björk uses ingredients born from the earth’s very crust—pure, potent, and unaltered—transforming them into solutions that honor the skin’s unique story. Every texture, every composition is seen as singular, a canvas shaped by time and life. Björk doesn’t overwhelm with complexity but hones in on precision, blending only a few meticulously chosen ingredients to address each person’s distinct goals for skin health. This isn’t beauty imposed from the outside—it’s beauty awakened from within, a seamless union of nature, tradition, and the human touch.

