

# LOOKBOOK

THE WORLD OF VIRGINIA STØNE



VIRGINIA STØNE



S E E

S K I

N D I

F F E

R E N

T L Y

# TOC

4 RETHINK 5 REIMAGINE 6 REDESIGN 7 THE LUXADOR® 10 COLLECTIONS  
11 KAVESI 13 JASARI 15 ODAJA 17 PARTNERS AND ACKNOWLEDGEMENTS  
18 THE FACES OF VIRGINIA STONE 20 PEOPLE 22 PLANET 24 PASSION  
26 FOUNDER 28 CONNECT



# RETHINK

WHAT IS 'NORMAL'? THE SKINCARE INDUSTRY ADHERES TO A BROKEN AND OUTDATED MODEL. THE 'DRY/NORMAL/OILY' CLASSIFICATION SYSTEM IS INCOMPLETE AND DOES NOT ADDRESS THE DIFFERENCES FOUND WITHIN VARYING SKIN TONES OR THE NEED TO APPROACH AND TREAT EACH SKIN TONE INDEPENDENTLY.





# REIMAGINE

THE 'TONE FACTOR' THE MOST IMPORTANT FACTOR TO CONSIDER WHEN DESIGNING SKINCARE IS TONE. YOUR TONE DETERMINES YOUR SKIN PERSONALITY, WHICH INHERENTLY DEFINES UNIQUE CHARACTERISTICS LIKE SKIN DENSITY, SENSITIVITY, SPF REQUIREMENTS, AND POTENCY TOLERANCE LEVELS.



# REDESIGN

**OUR CRAFT** A SUBTLE MAGIC EXISTS WITHIN OUR PROCESS. OUR MASTER ARTISANS HAVE PERFECTED THE BALANCE BETWEEN GREEN CHEMISTRY AND CULINARY CREATIVITY, TRANSFORMING THE EXPECTED INTO THE EXTRAORDINARY. EACH VIRGINIA STONE PRODUCT IS MADE FRESH IN HOUSE UPON ORDER AND SITS WITHIN OUR EXCLUSIVE CUSTOM CRAFTED STONE LUXADOR.



# THE LUXADOR®

AN INNOVATION IN PACKAGING AND SUSTAINABLE BEAUTY, OUR CUSTOM CRAFTED STONE LUXADOR OFFERS NATURAL LUXURY AT ITS FINEST. INSPIRED BY THE BEAUTY OF NATURE, SAND, STONE, HEMP, AND WATER UNITE TO CREATE THIS EXCLUSIVE PIECE OF ART.



**PERFORMANCE** DUE TO THE INHERENT THERMAL STABILITY OF CONCRETE, THE STONE LUXADOR NATURALLY PROTECTS PRECIOUS ACTIVE INGREDIENTS, MAINTAINS THE STABILITY OF OUR RICH CREAMS, AND PREVENTS UV DAMAGE THAT CAN COMPROMISE THE POTENCY OF A SKINCARE FORMULA.

**SUSTAINABILITY** THE STONE LUXADOR IS ENVIRONMENTALLY SUSTAINABLE THROUGH ALL STAGES OF ITS LIFESPAN. 100% RECYCLABLE AND HAND-CRAFTED FROM LOCALLY-SOURCED MATERIALS.





# COLLECTIONS

VIRGINIA STONE OFFERS THREE AVANT-GARDE BESPOKE COLLECTIONS:  
**KAVESI** FOR FAIR SKIN TONES; **JASARI** FOR MEDIUM SKIN TONES; AND **ODAJA**  
FOR DARK SKIN TONES.



KAVESI

# 'EYES' FOR KAVESI

DESIGNED FOR THE UNIQUE REQUIREMENTS AND CONCERNS OF THOSE WITH FAIR SKIN TONES

FORTIFIED WITH MULTI-LAYERED ANTIOXIDANTS, VITAMINS, AND VITAL NUTRIENTS 'EYES' IS A 3-IN-1 SUPERFOOD COMPLEX DESIGNED TO STIMULATE CELL RENEWAL, COMBAT FREE RADICAL DAMAGE, INHIBIT OXIDATIVE STRESS, AND REENERGIZE AND AWAKEN TIRED, AGING SKIN.

**\$185 USD**

**RESULTS** PH BALANCED AND OXYGENATED, THIS SUPERIOR FORMULA OFFERS A POLLUTION BARRIER AND NATURAL SUN PROTECTION TO INHIBIT OXIDATIVE STRESS AND ENVIRONMENTAL DAMAGE. IMPROVES SKIN'S ELASTICITY AND REDUCES THE APPEARANCE OF DARK SHADOWS AND FINE LINES.

**EXPERIENCE** USE AT DAWN AS A HYDRATING, BALANCING AND BRIGHTENING PRIMER. USE AT DUSK AS AN INTENSE AND REPAIRING MOISTURE THERAPY.

**ALCHEMY** EACH 'EYES' FOR KAVESI CONSISTS OF 5 LAYERS — A BUTTER, NECTAR, TEA SYRUP, CORRECTIVE COMPLEX, AND VITAL ELIXIR SLOW-COOKED AND BLENDED TOGETHER WITH PRECISION BY MASTER ARTISANS, MADE FRESH IN-HOUSE UPON ORDER.







JASARI

# 'EYES' FOR JASARI

DESIGNED FOR THE UNIQUE REQUIREMENTS AND CONCERNS OF THOSE WITH MEDIUM SKIN TONES

FORTIFIED WITH MULTI-LAYERED ANTIOXIDANTS, VITAMINS, AND VITAL NUTRIENTS 'EYES' IS A 3-IN-1 SUPERFOOD COMPLEX DESIGNED TO STIMULATE CELL RENEWAL, COMBAT FREE RADICAL DAMAGE, INHIBIT OXIDATIVE STRESS, AND REENERGIZE AND AWAKEN TIRED, AGING SKIN.

**\$185 USD**

**RESULTS** PH BALANCED AND OXYGENATED, THIS SUPERIOR FORMULA OFFERS A POLLUTION BARRIER AND NATURAL SUN PROTECTION TO INHIBIT OXIDATIVE STRESS AND ENVIRONMENTAL DAMAGE. IMPROVES SKIN'S ELASTICITY AND REDUCES THE APPEARANCE OF DARK SHADOWS AND FINE LINES.

**EXPERIENCE** USE AT DAWN AS A HYDRATING, BALANCING AND BRIGHTENING PRIMER. USE AT DUSK AS AN INTENSE AND REPAIRING MOISTURE THERAPY.

**ALCHEMY** EACH 'EYES' FOR JASARI CONSISTS OF 5 LAYERS — A BUTTER, NECTAR, TEA SYRUP, CORRECTIVE COMPLEX, AND VITAL ELIXIR SLOW-COOKED AND BLENDED TOGETHER WITH PRECISION BY MASTER ARTISANS, MADE FRESH IN-HOUSE UPON ORDER.





ODAJA

# 'EYES' FOR ODAJA

DESIGNED FOR THE UNIQUE REQUIREMENTS AND CONCERNS OF THOSE WITH DARK SKIN TONES

FORTIFIED WITH MULTI-LAYERED ANTIOXIDANTS, VITAMINS, AND VITAL NUTRIENTS 'EYES' IS A 3-IN-1 SUPERFOOD COMPLEX DESIGNED TO STIMULATE CELL RENEWAL, COMBAT FREE RADICAL DAMAGE, INHIBIT OXIDATIVE STRESS, AND REENERGIZE AND AWAKEN TIRED, AGING SKIN.

**\$185 USD**

**RESULTS** PH BALANCED AND OXYGENATED, THIS SUPERIOR FORMULA OFFERS A POLLUTION BARRIER AND NATURAL SUN PROTECTION TO INHIBIT OXIDATIVE STRESS AND ENVIRONMENTAL DAMAGE. IMPROVES SKIN'S ELASTICITY AND REDUCES THE APPEARANCE OF DARK SHADOWS AND FINE LINES.

**EXPERIENCE** USE AT DAWN AS A HYDRATING, BALANCING AND BRIGHTENING PRIMER. USE AT DUSK AS AN INTENSE AND REPAIRING MOISTURE THERAPY.

**ALCHEMY** EACH 'EYES' FOR ODAJA CONSISTS OF 5 LAYERS — A BUTTER, NECTAR, TEA SYRUP, CORRECTIVE COMPLEX, AND VITAL ELIXIR SLOW-COOKED AND BLENDED TOGETHER WITH PRECISION BY MASTER ARTISANS, MADE FRESH IN-HOUSE UPON ORDER.





# PARTNERS AND ACKNOWLEDGEMENTS



## POSITIVE LUXURY

Virginia Stone has been awarded the Butterfly Mark, for taking pride in their craftsmanship, service, and design, whilst caring about the planet's resources.

[POSITIVELUXURY.COM](http://POSITIVELUXURY.COM)



## 1.618 PARIS

Selected by the finest curators in luxury, the Virginia Stone collection is now available at the 1.618 e-boutique. Learn more about our brand and founder in the 1.618 Digital Guide.

[1618-PARIS.COM](http://1618-PARIS.COM)



## THE WONDER LIST

The ultimate place to discover luxury products, hidden talents, and unsung heroes. It's a place to celebrate our finest producers. '...the stone packaging is mind-blowing' – The Wonder List

[THEWONDERLIST.CO.UK](http://THEWONDERLIST.CO.UK)



## THE NOLCHA SHOWS - NY FASHION WEEK

The award-winning runway shows for independent fashion designers during New York Fashion Week. Meet Virginia Stone at the Fashion Media Lounge on September 7th, 2017.

[NOLCHASHOWS.COM](http://NOLCHASHOWS.COM)

## RUNWAY2STREET

Runway2Street has scoured the globe to bring you the most desirable, under-the-radar, hard to find, luxe brands, from every corner of the world. Shop the world of emerging luxe.

[RUNWAY2STREET.COM](http://RUNWAY2STREET.COM)

## LUX&ECO

Satisfying the needs of those who love a clean, modern, and elegant aesthetic to the products they buy, but who also want to participate in the preservation of our planet's precious resources.

[LUXANDECO.COM](http://LUXANDECO.COM)

## THE TUSK TRUST

Tusk is a non-profit organisation with over 25 years of experience initiating and funding conservation, community development and environmental education programs across Africa.

[TUSK.ORG](http://TUSK.ORG)



THE FACES OF  
VIRGINIA STONE



**PEYTON GASTEL**

MODEL  
CANADA



**JASON LYKE**

ACTOR, MODEL & SINGER  
UNITED STATES



**ALYSSA VENIECE**

INTERNATIONAL ACTOR & MODEL  
CANADA



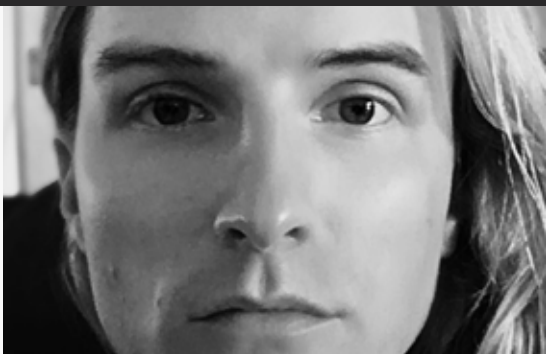
**MICHAEL MOORCROFT**

MODEL  
UNITED KINGDOM



**ASHANTI DIXON**

MODEL  
UNITED STATES



**OLOF ERLANDSSON**

CREATIVE BUSINESS, MUSIC & MODEL  
UNITED KINGDOM



**MICHELE WIENECKE**

MODEL  
CANADA



**THOMAS PERRAS**

INTERNATIONAL MODEL, FITNESS & FASHION  
CANADA



**MARCEL BEATCH**

MODEL  
CANADA



PEOPLE



**PEOPLE** VIRGINIA STONE HAS JOINED FORCES WITH A COMMUNITY OF LIKE-MINDED CONSERVATIONISTS AND FAIRTRADE ACTIVISTS, SUPPORTING ENVIRONMENTAL AND SOCIAL SUSTAINABILITY INITIATIVES AROUND THE WORLD.

**FAIRTRADE** WE ARE COMMITTED TO SOURCING OUR RAW MATERIALS FROM SMALL-SCALE FAMILY-OWNED ORGANIC FARMS. SUPPORTING FAIRTRADE ENSURES PREMIUMS ARE SHARED AMONGST LOCAL WORKERS AND FARMERS, PROVIDING SUSTAINABLE INCOMES, EDUCATION, AND SUPPORT PROGRAMS WITHIN THEIR COMMUNITIES.

**HUMANITARIANISM** WE HAVE PARTNERED WITH THE MOTHER AFRICA TRUST, FOUNDED IN 2006 AS A WAY TO GIVE BACK TO THE PEOPLE OF ZIMBABWE. MOTHER AFRICA SUPPORTS EDUCATION, CONSERVATION, AND CULTURAL EXCHANGE THROUGH FUNDING, EQUIPMENT AND SUPPLY DONATIONS, AND VOLUNTEER ECO-TOURISM.



PLANET

**PLANET** A FORWARD-THINKING ECO-ETHICAL BRAND, VIRGINIA STONE PARTNERS EXCLUSIVELY WITH SUSTAINABILITY-MINDED SUPPLIERS AND ORGANIZATIONS, WORKING TOGETHER TOWARDS A HEALTHY FUTURE FOR OUR PLANET.

**GREEN VISION** INCORPORATING A GREEN PHILOSOPHY, WE CONTRIBUTE A PORTION OF OUR PRODUCT SALES TO ENVIRONMENT REJUVENATION PROJECTS, OPERATE A SUSTAINABLE LAB, AND OFFER PLASTIC-FREE REUSABLE PACKAGING TO MINIMIZE WASTE, WATER, AND ENERGY CONSUMPTION.

**FOREST CONSERVATION** VIRGINIA STONE IS PASSIONATE ABOUT PROTECTING AND PRESERVING OUR DISAPPEARING FORESTS. WE PLANT A TREE AND WILDFLOWER SEEDS FOR EVERY PURCHASE, WHICH PROVIDES SHELTER AND FOOD SOURCES FOR BEES, BIRDS, AND FOREST WILDLIFE.



PASSIØN







FOUNDER

‘VIRGINIA STONE WAS BUILT ON A FOUNDATION OF PASSION, PURPOSE, AND AN UNYIELDING DESIRE TO INNOVATE AND INSPIRE – OFFERING UNCOMPROMISING EXCELLENCE IN SUSTAINABLE LUXURY.’

– VIRGINIA STONE, FOUNDER & CEO

**SKIN EXPERT** VIRGINIA STONE HAS ALWAYS PREFERRED THE ROAD LESS TRAVELLED. HER RADICALLY DIFFERENT APPROACH TO SKIN CARE HAS BEEN DEFYING EXPECTATIONS AND THE BEAUTY INDUSTRY FOR OVER 15 YEARS – AND HAS LED HER TO CREATE THE INNOVATIVE SUSTAINABLE LUXURY BRAND VIRGINIA STONE.

**AN ARDENT CONSERVATIONIST**, FAIRTRADE PROPONENT, AND HUMAN RIGHTS ADVOCATE, VIRGINIA PROMOTES AND CHAMPIONS THE VERY CAUSES THAT FUEL HER PASSION TO CHANGE THE WAY THE WORLD SEES SKIN.



CONNECT

**CONTACT VIRGINIA STONE:**

PH 403 917 0727 X 101

TF 1 844 663 1100 X 101

EM [MEDIA@VIRGINIASTONE.COM](mailto:MEDIA@VIRGINIASTONE.COM)

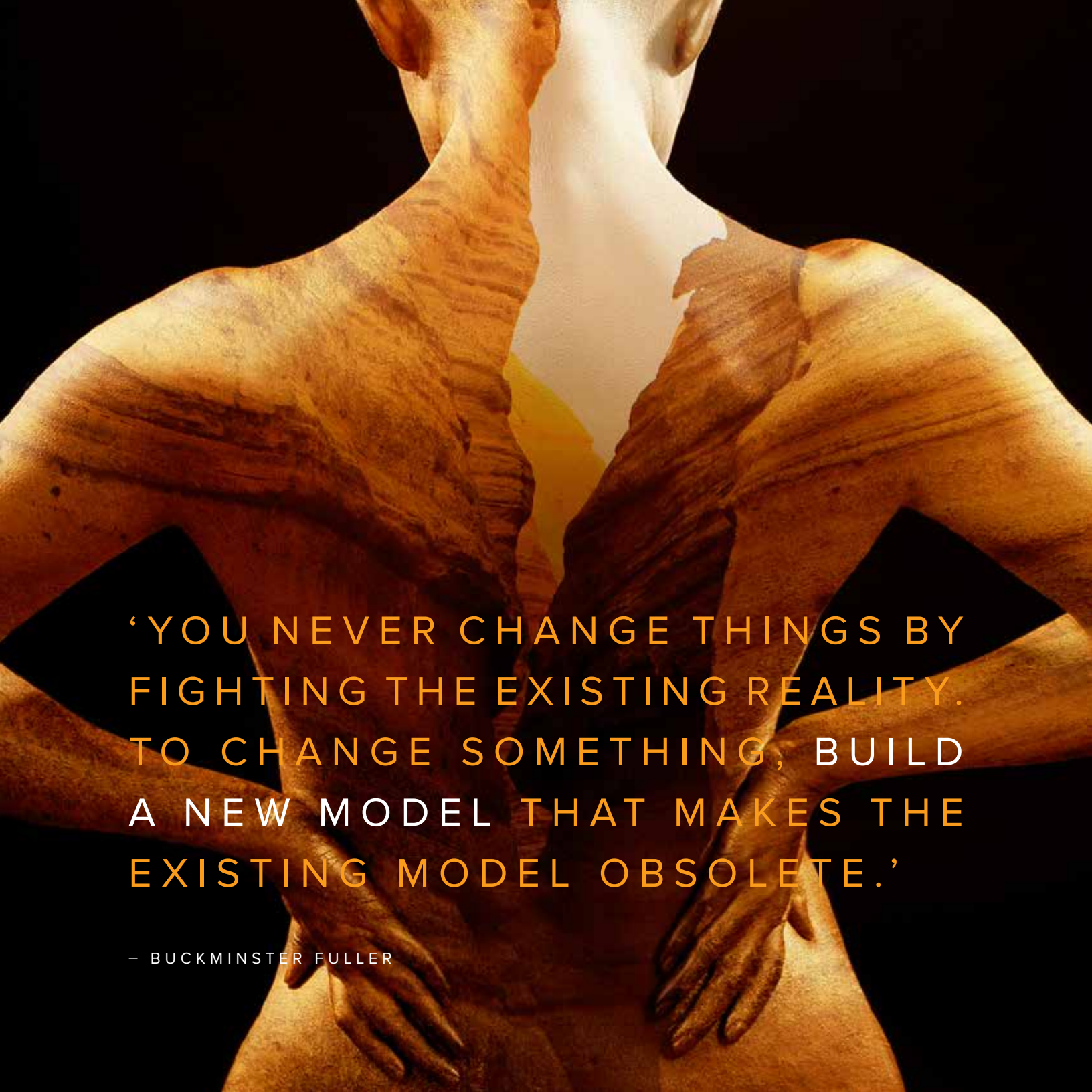
**CONNECT WITH US ONLINE AT:**

[VIRGINIASTONE.COM](http://VIRGINIASTONE.COM)

[FACEBOOK.COM/MYVIRGINIASTONE](https://FACEBOOK.COM/MYVIRGINIASTONE)

[INSTAGRAM.COM/MYVIRGINIASTONE](https://INSTAGRAM.COM/MYVIRGINIASTONE)

[TWITTER.COM/MYVIRGINIASTONE](https://TWITTER.COM/MYVIRGINIASTONE)



‘YOU NEVER CHANGE THINGS BY  
FIGHTING THE EXISTING REALITY.  
TO CHANGE SOMETHING, BUILD  
A NEW MODEL THAT MAKES THE  
EXISTING MODEL OBSOLETE.’

– BUCKMINSTER FULLER



SEE SKIN DIFFERENTLY