

Viking Line homes in on Nordic beauty brands

Viking Line is highlighting Nordic expertise in cosmetics with a new concept called 'Local Beauty Heroes' which brings attention to a selection of small and interesting beauty brands in a category dominated by major houses.



The concept from the Baltic ferry and short cruise company includes Anne Kukkohovi's Supermood products from Finland; Isabella Löwengrip's Care & Color line and skincare products from Yvonne Ryding, both from Sweden; and Marianne Tromborg's Danish organic brand, Beauty of North. The latter line will become available to Finnish and Swedish consumers for the first time via Viking's on-board duty free and travel retail offer.

In terms of roll out, Viking *Gabriella* already has the range on board – and during May the concept will be go onto all other Viking passenger ships.

Viking Line states: "The Nordic countries, their food, music and beauty products are trending right now around the world. We would therefore like to support local businesses and strong women by offering customers quality Nordic expertise in beauty."



Eva Rehnström, Viking Line's Purchasing & Sales Manager for beauty and fashion products, adds: "Viking Line wants to spotlight interesting Nordic beauty brands alongside all the international houses. The women and beauty products included in the new concept have unique stories to tell."

STORIES BEHIND THE BRANDS

Anne Kukkohovi is a former model, noted as a creative designer and for her make-up line. Chaga mushroom, a fungus that grows on birch trees, serves as the basis for her Supermood products. They contain antioxidants which have been used for centuries to treat skin and correct pigment discoloration.

Vikings Rehnström: unique stories.

Well-known Swedish blogger, Isabella Löwengrip, who has 250,000-300,000 weekly readers, offers the Löwengrip Care & Color line which is claimed to provide a balance for sensitive skin or scalps, and is designed to meet the challenges of the Nordic climate.

Viking Line homes in on Nordic beauty brands




SUPERMOOR



YR
YVONNE RYDING
Sweden



TROMBORG
SCANDINAVIAN MOOD



LÖWENGRIP
CARE & COLOR

A strong line-up to represent Nordic beauty.

Tromborg – Beauty of North is an organic cosmetic brand for both women and men. Danish make-up artist Marianne Tromborg, and advocate of natural beauty, developed the line together with her husband, who worked for many years in the pharmaceutical industry.

Finally, YR Skincare from Yvonne Ryding, a former Miss Universe 1984, is designed to highlight the user's natural beauty. The products are made in Swedish laboratories in a collaboration between Yvonne and Swedish manufacturers.

All four women behind these brands will visit Viking Line's vessels during the year to talk about their products and provide beauty tips. The dates for these visits will be announced via Viking Line's social media channels.