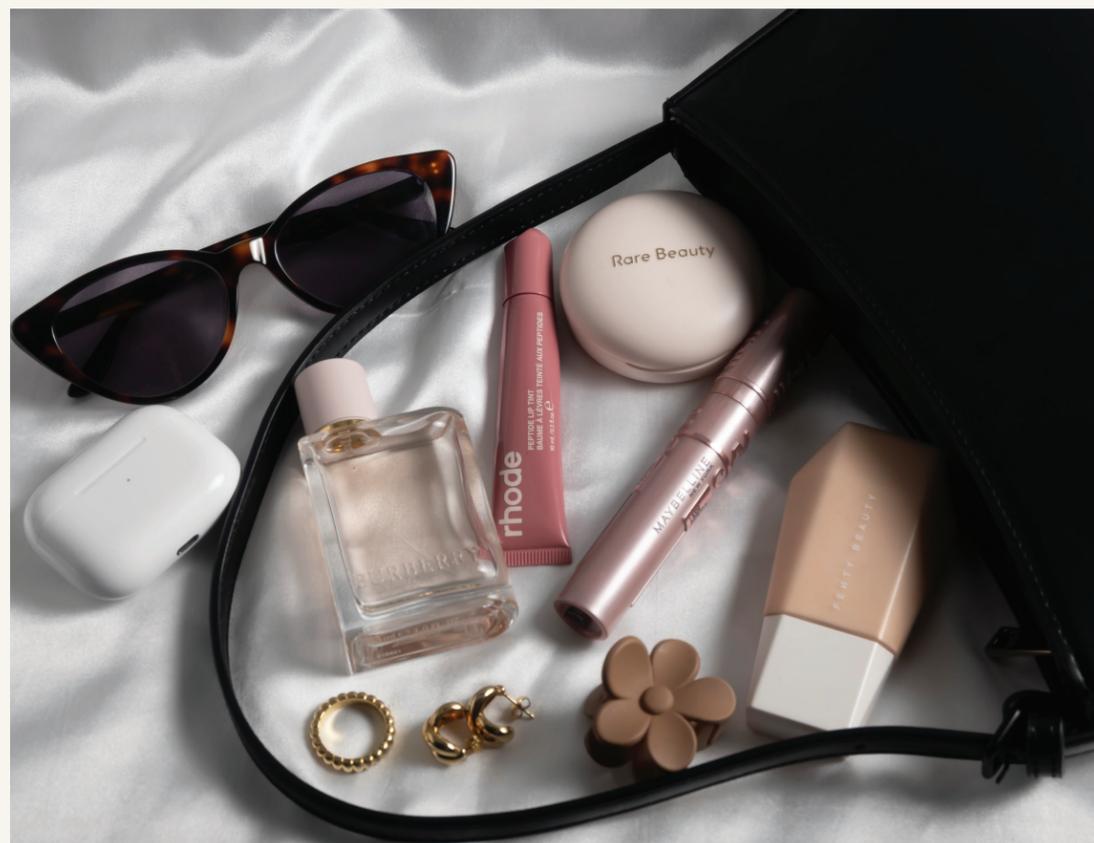


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Silk & Sunshine

ELARA BEAUTY

SPRING/SUMMER 2026 EDIT



Our Story, Our Glow

Elara beauty is one of the top retailers in Canada for modern minimalist beauty. We are a multi-brand retailer that meticulously curates the world's most sought-after products that define the glowy, natural, "clean girl" aesthetic. We don't believe in clutter, we believe in an intentional edit of essentials. Elara brings together powerhouse brands, from the viral innovation of Rhode to the inclusive radiance of Rare Beauty, all under one roof.

Our core values are *Clarity*, *Airiness* and *Effortless Radiance*.

Clarity: A commitment to transparency and simple, effective formulas.

Airiness: Our colour palette and product textures embody soft tones and weightless wear.

Effortless Radiance: Our selection guarantees a sophisticated, natural finish with minimal effort.



Our target audience at Elara Beauty consists of beauty consumers who value high-performing products and ethical sourcing. She is confident, mindful of her time, and seeks a streamlined routine that emphasizes fresh skin, brushed brows, and a glossy lip as the ultimate statement. Elara is where the most effective, glow-forward brands are simplified and selected for her elevated, everyday lifestyle.

The Quiet Confidence of Simple Beauty

At Elara, we believe that the "clean girl" aesthetic isn't just a trend, it's a statement. This philosophy is best captured by blending two powerful ideas: the high-quality texture of silk and the unfiltered warmth of sunlight; it creates a potent combination that forms the foundation of what we call Quiet Confidence.

Why is this minimalist approach dominating beauty right now? It's simple: It values integrity and authenticity above complex artistry. The clean look isn't about hiding your features. It's entirely about maximizing the incredible skin you already have. Our Silk and Sunlight edit curates products that act as soft enhancers, never heavy concealers.

The glossy lip, the statement piece of this season is truly effortless and requires zero blending. It instantly delivers a polished, hydrated look. It shows a moment of low effort, high impact luxury, kind of like slipping on a pair of designer sunglasses or a delicate piece of gold jewelry. These subtle details can elevate your everyday look.

Our simple three step ritual is: *Prep*, *Pinpoint* and *Polish*.

Start by prepping your skin with your favourite moisturizer. Then, use a light tint and only focus on areas you need it most. Finally, polish your look with a sheer lip and natural cheek colour, don't forget to lock in your whole look with a weightless setting spray. Brands like Rhode and Rare Beauty are perfect here because their liquid and cream formulas blend effortlessly into the skin. This helps completely avoid the cakey or powdery finish.

The result is a look that feels naturally beautiful, ready for any occasion and completely true to you. This is the definition of Elara Beauty.



Spring/Summer 2026: Silk & Sunlight

This season, Elara will be setting the stage for skin bathed in soft, rich glow of a natural fabric. Silk and Sunlight will capture the mood for quiet luxury, blending the sophistication of a smooth texture with the warmth of golden hour light. The collection will focus on products that achieve a truly polished but natural look.

We are emphasizing high-shine formulas and cushiony textures that deliver maximum dewiness without stickiness. The aesthetic is clean, effortless, and sophisticated, anchored by a glossy lip as the focal point. This edit is your passport to refined, minimalist beauty, ensuring your routine feels luxuriously simple as the slip of silk on skin.

Silk & Sunlight Essentials



The Elara Glossy Lip Duo (feat. Rhode)

Our ultimate essential for the Clean Girl aesthetic, featuring the viral peptide lip treatment from Rhode paired with a satin finish liner. This duo delivers the plumpness and high-shine “glazed” finish that defines the “clean girl” aesthetic and instantly elevates your effortless style.



Effortless Skin Tint (feat. Fenty Beauty)

This weightless, light to medium coverage tint was selected for its seamless, second-skin texture. The formula blurs imperfections and evens skin tone without masking natural features. It's the perfect base product for anyone seeking that barely there coverage that still looks completely polished and refined.



Luminous Powder Blush (feat. Rare Beauty)

The Rare Beauty compact was chosen for its soft, finely milled texture and immediate natural finish. The powder formula is non-drying and melts right into the skin, avoiding any powdery look. Just a light sweep on the apples of the cheeks ensures a velvety, luminous flush that lasts all day.



Clean Lash Amplifier (feat. Maybelline)

Achieving wide open, naturally defined eyes is a must for this aesthetic. We chose the Maybelline mascara for its lengthening formula that coats every lash without clumping. It provides a lifted, amplified, yet clean look that perfectly finishes the fresh skin and glossy lip focus of the whole edit.



The Weightless Setting Spray (feat. Sephora Collection)

The crucial final step in locking in that fresh, dewy glow. This fine mist from Sephora Collection sets your makeup for all-day wear while resisting caking or heaviness. It provides a luminous, weightless finish that keeps the “Silk and Sunlight” look bright and effortless.

Editors Tip:

For an even more luminous finish, lightly mist your brush with setting spray before applying skin tint. It blends like a dream and gives your skin that lit-from-within glow.

