

# This Unknown Makeup Line Just Dropped at Ulta—and Blew Our Minds

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I love it when a new Unapologetic Cool Girl (UCG, trademarking that now) makeup brand shows up on the scene. Bronx Colors is just that. You know the type: Edgy, playful packaging, wild colors, formulas for serious staying power and anything-goes attitude. Enter, Bronx Colors. The Swiss brand, which is available all over the world, recently hit the U.S. markets exclusively at [ulta.com](http://ulta.com).

The brand comes from founder Werner Kaufmann, who says he took inspiration for the line not from Switzerland, but from the northernmost New York City borough. "Bronx is music, culture and tradition. It's cool, and it's a kitchen of inspiration where trends are born," he says. "The Bronx is a trend factory."

The cosmetic line is selling 66 products on [ulta.com](http://ulta.com), with prices ranging from \$3.50-\$35 (so affordable!). There are single eye shadows that come in 24 bold, pigment-packed colors. A waterproof, long-lasting foundation for all skin types and almost any skin tone (it comes in six shades ranging from "light beige" to "nutmeg"). A ton of fun lip options, like matte liquid lip tints, hydrating lip crayons, and creamy lipsticks. Nightlife-ready palettes with names like "Touch The Skyline" and "Midnight". And even three products made just for men, like an eye-brightening concealer and a mattifying blur cream.

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After giving the line a test run, their strongest asset were the powders (think: bronzers, highlighters, and shadows). I was impressed was how buildable

everything was; it was easy to play it subtle or to amp it up with more pigment. That means you have a ton of control with the end result. I personally fell hard for the Urban Line Contouring Palette (\$19.99)—and I'm not one to even contour. When done lightly, it gives your face a hint of definition and glow. So often contouring sets are packed with glitter, so "contouring" just ends up meaning "shiny." Not this. It's nearly all matte, and comes with two highlighters (one slightly shimmery white, one beige), two contour colors (both brown), and a pinky coral blush. It's like the Bronx Colors version of the Kat Von D Shade & Light palette.



Same thing goes for their shadow palettes. They give just enough color payoff, so you can be precise on how strong (or not) you want the eye to look. Here's the Midnight Palette (\$9.99):



The lip options, on the other hand, are all about the color payoff. I tried the Matte Lip Tint (\$7.50) and Smoothie Lip Gloss (\$7.50). The tint comes in 12 colors and are everyday wearable, except perhaps Candy Pink and Dark Mauve depending on the depth of your skin tone—and the conservativeness of your workplace. It had staying power, but by the end of the day, I ended up having to apply balm on top because I found it to be a skosh drying. Here it is in Pink Fuchsia.





The gloss comes in a variety of intense colors—black, multiple purple, juicy merlot red—and never felt sticky. Both have a pointed felt applicator, so they go on with impressively accurate precision. Here it is in Fuchsia:





If you were getting a little skeptical of this gushy review, here's my time to prove I'm being serious. I was least impressed with the Waterproof Foundation (\$12.99). It didn't blend super easily and the texture felt slightly chalky. (That being said, I am extremely pale and tend to only use fairly sheer options personally, so maybe it just wasn't my style.) Here it is in Cacao:





While Ulta is shilling out 50+ of the brand's tip top items, Bronx Colors has way more offerings—like, nearly 300 more—that aren't yet available on the beauty retailer's site. (You can check all those out on [bronxcolors.com](http://bronxcolors.com).) I'm into the Magnetic Urban Brushes Set, that comes with 16 brushes with—how genius is this?—magnetic bottoms so each brush stands up straight on an included metal plate! And, according to the brand, they are in the process of setting up a U.S. home base—and coming soon, we might see some Bronx Cosmetics pop-up stores. In other words: This UCG brand is on the up-and-up. And after trying it out, I can see why.

**Now, watch the complete evolution of eye shadow in under three minutes:**

[http://www.allure.com/story/bronx-colors-ultra-launch?mbid=social\\_twitter](http://www.allure.com/story/bronx-colors-ultra-launch?mbid=social_twitter)