

# GBM

BEAUTY · COSMETICS · ALGERIA

HERO PALETTE · 21 EYESHADOWS · LUXURY EDITION

## Rosaria Palette

21 Shades. One Heroine. The Most Storied Palette of Her Vanity.

*Twenty-one shades. Twenty-one chapters. Every story she has ever wanted to tell — written in pigment, sealed in velvet, and held in her hands.*

— THE GBM CREATIVE TEAM

21

CURATED SHADES

17

VELVET MATTES

4

FOILED SHIMMERS

**ULTRA-PIGMENTED FORMULA · VELVET MATTES + FOILED SHIMMERS · BUTTERY BLEND-ABILITY · LUXE PACKAGING · INCLUDES VELVET POUCH**

The palette that became a love story. Meet GBM Rosaria — a 21-shade masterpiece curated to be the only eyeshadow palette she will ever need. Engineered with seventeen ultra-pigmented velvet mattes and four luminous, foiled shimmers, this is the hero palette in our entire collection — a complete artistic library of nudes, mauves, romantic roses, dramatic berries, smouldering plums, and the most coveted rose-golds in modern beauty.

Crafted in the GBM laboratories with our signature commitment to innovation in every detail, every single shade has been individually engineered for surgical pigment delivery, buttery blend-ability, and long-wearing performance. The mattes apply richly without ever looking chalky or dry. The shimmers melt into the lid like foil, catching light with multidimensional, almost-wet luminosity. The result is a palette where every single pan is a hero — no filler shades, no compromise.

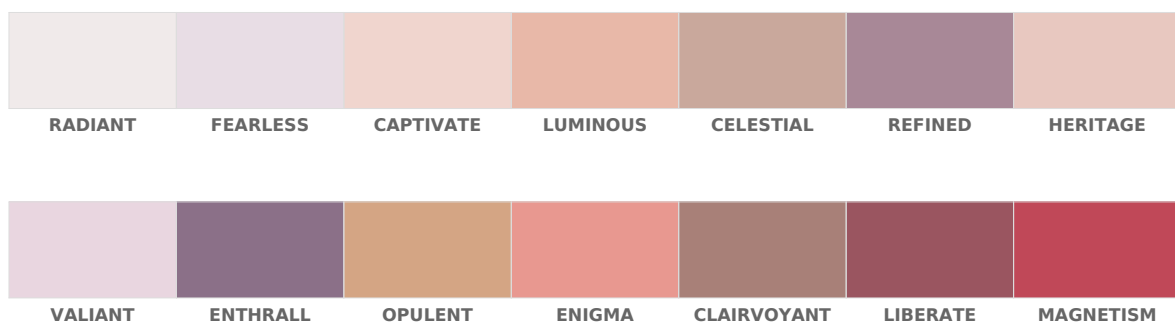
Each of the twenty-one shades has been thoughtfully named to honor a quality, a feeling, a chapter — Radiant, Fearless, Captivate, Luminous, Celestial, Refined, Heritage, Valiant, Enthrall, Opulent, Enigma, Clairvoyant, Liberate, Magnetism, Temptation, Prestige, Ecstasy, Timeless, Yearn, Dominance, Tranquil — a vocabulary of beauty and power that speaks the language of every woman who refuses to be ordinary.

From the softest porcelain-pink for everyday brightening to the deepest burgundy-wine for the most dramatic smoky eye, the Rosaria curation has been engineered to deliver infinite looks from a single palette. The everyday romantic. The polished workday. The bold evening statement. The wedding-day moment. The editorial smoky eye. The festival shimmer. Every chapter of her beauty story — captured in a single, perfectly curated case.

Housed in a luxurious burgundy metallic case with an embossed rose-gold GBM emblem and an integrated full-size mirror — and beautifully presented inside a signature red velvet pouch with GBM-ribbon drawstring — Rosaria is as breathtaking on the vanity as it is on the eyes. Because at GBM, we believe true beauty lives in the smallest details. And the smallest detail of all is the moment she opens the case for the very first time — and realizes she is holding the palette that will tell every story she chooses, forever.

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## THE 21 SHADES OF ROSARIA





*Each shade in the Rosaria collection has been named to honor a quality, a feeling, a chapter — from the softest, brightening pearls to the deepest, smouldering wines. Seventeen velvet mattes for foundation and definition. Four foiled shimmers for the moments that demand light.*

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## WHY YOU'LL LOVE IT

- 21 hero shades, zero fillers. Every single pan has been engineered as a hero — from the softest brightening pearl to the deepest smouldering wine. No filler, no compromise, no shade left behind.
  - Ultra-pigmented velvet mattes. Seventeen richly pigmented mattes deliver smooth, opaque color in a single swipe — without ever looking chalky, patchy, or dry.
  - Foiled, multidimensional shimmers. Four luminous shimmer shades melt into the lid like foil, catching light with the kind of almost-wet, three-dimensional luminosity usually reserved for editorial campaigns.
  - Buttery, dream-like blend-ability. Engineered for effortless blending — the powders glide together seamlessly, allowing every gradient, every smoky eye, every editorial look to come together in minutes.
  - Curated for infinite looks. From the softest no-makeup wash to the boldest smoky berry, Rosaria delivers limitless eye looks from a single, thoughtfully composed palette.
  - Long-wearing, crease-resistant. The breakthrough formula stays vibrant, blended, and crease-free for hours of all-day wear — perfect for office days, evening events, and everything in between.
  - Luxurious burgundy metallic case. Beautifully embossed with the GBM emblem in rose-gold — a true vanity statement piece designed to be displayed and admired.
  - Integrated full-size mirror. A generous mirror inside the case makes the palette as functional on the go as it is on the vanity — the ultimate travel-ready companion.
  - Red velvet drawstring pouch included. Each Rosaria palette is housed inside a signature red velvet pouch with engraved GBM-ribbon drawstring — perfect for protection, gifting, and luxury travel.
  - Cruelty-free and FDA-compliant. Formulated with uncompromising standards, never tested on animals.
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## **FIVE WAYS TO WEAR ROSARIA**

- **THE EVERYDAY ROMANTIC.** Sweep Luminous across the lid, deepen the outer corner with Celestial, and highlight the inner corner with Heritage. The polished, romantic everyday eye in three shades.
  - **THE SMOKY BERRY.** Build Ecstasy through the crease, deepen the outer corner with Yearn or Timeless, and layer Dominance shimmer across the lid. The bold, runway-worthy evening moment.
  - **THE NO-MAKEUP WASH.** A single wash of Captivate or Luminous across the lid. The clean-girl, polished-but-undone finish that completes every no-makeup-makeup moment.
  - **THE EDITORIAL SHIMMER.** Apply Opulent or Temptation as a foiled wash across the entire lid for a high-fashion, almost-wet, light-catching finish. The editorial moment in seconds.
  - **THE BRIDAL MOMENT.** Build soft, romantic warmth with Captivate and Luminous, define with Refined, and add the Heritage shimmer to the lid. A wedding-day eye that lasts from ceremony to dance floor.
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## **HOW SHE WEARS IT**

- **Prime.** Begin with a clean lid. For maximum pigment and crease-free wear, apply a thin layer of eyeshadow primer or concealer set with powder.
- **Set the base.** Apply a transition shade through the crease in soft, windshield-wiper motions to lay the foundation for blending.
- **Build the depth.** Apply deeper shades to the outer corner and gradually blend toward the center. Always build slowly — less is more, and intensity can always be added.
- **Pack the lid.** Use a flat, dense brush to pack the chosen lid color directly onto the eyelid for maximum pigment payoff.
- **Apply the shimmer.** For maximum luminosity, apply foiled shimmers with a damp brush or fingertip — the moisture intensifies the foiled finish dramatically.
- **Blend, blend, blend.** Use a clean, fluffy blending brush to soften every line and edge. The secret to every editorial eye is in the blending.

*For the most dimensional, light-catching shimmer, always apply the shimmer shades with a damp brush or fingertip — never a dry brush. The moisture transforms the shimmer into an almost-foiled, wet-look finish.*

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**EYES — TO :**

## **PRO TIPS + TRICKS**

### **THE DAMP-BRUSH FOIL TRICK**

For the most intense, almost-wet shimmer payoff, lightly mist a flat brush with setting spray or water before dipping into the shimmer shades. The dampness transforms the powder into a foiled, light-catching finish that no dry application can match.

### **THE TRANSITION-FIRST RULE**

Always start with a soft transition shade through the crease before applying any color. This single step creates a blendable base that prevents harsh lines and makes the deeper shades blend seamlessly. The professional foundation behind every editorial eye.

### **THE WINDSHIELD-WIPER MOTION**

When applying transition shades, use a fluffy brush in soft, side-to-side windshield-wiper motions. This single technique creates the most softly blended, professional-looking crease.

### **THE INNER-CORNER HIGHLIGHT**

For an instant wide-awake effect, tap the lightest shimmer (Heritage or Temptation) into the inner corner of the eye with a fingertip. This single detail opens up the entire eye area and creates a refreshed, lifted appearance.

### **THE OUTER-V DRAMA**

For maximum dimension, concentrate the deepest shade in the outer-V of the eye (the outer corner and outer crease). Blend upward and outward for a lifted, almond-shaped effect that flatters every eye shape.

### **THE THREE-BRUSH PROFESSIONAL METHOD**

Use three different brushes for the most professional finish: a flat dense brush for packing pigment on the lid, a tapered crease brush for defining the crease, and a fluffy blending brush for softening every line. The right tool transforms the result.

## **THE GBM PROMISE**

Every product that bears the GBM name is born from one philosophy: that true beauty lives in the smallest details. From the precision of the ultra-pigmented

formula to the silkiness of the buttery blend-ability, from the architecture of the burgundy metallic case to the engraved rose-gold emblem, from the integrated full-size mirror to the red velvet pouch with signature GBM-ribbon drawstring, every step is taken with uncompromising care, rigorous testing, and a refusal to settle for anything less than artistry. Rosaria is more than a palette — it is a library, beautifully wrapped. A complete tribute to the woman who understands that the eyes are where the story is told. And in Rosaria, she now has twenty-one ways to tell it.