

Joseph<sup>®</sup>  
Joseph

Beauty Organisation  
Spring 2022





It all started with a chopping board.

Twin brothers, Antony and Richard Joseph, grew up in a family with a long history of design and manufacturing. Originally set up by their grandfather in the 1930s, the family business specialised in the production of glass components and the brothers spent part of their summers working in the factory.

In 1999, having both trained in product design, the twins embarked on their early careers. As a sideline to their jobs, and with the support of their father, they utilised the capabilities of the factory in Birmingham to develop their own range of contemporary glass chopping boards.

But what started out as a fun project soon became the seed of a new business idea. After early success with their bold, colourful designs their entrepreneurial spirit kicked in and, in 2003, the Joseph Joseph brand was born.

Whilst glass chopping boards were just the start, the brothers were also designing other innovative kitchenware products and this gradually developed into a broader range of housewares.

What quickly became a key foundation of the brand was a simple observation - many tasks around the home could be made much easier and more enjoyable with a little intelligent thinking. It was this problem-solving approach, and the ability to combine it with a distinctive design aesthetic, that created some of their most iconic kitchenware and has made Joseph Joseph one of the world's most progressive houseware brands.

There's something special about a Joseph Joseph product that sets it apart from the competition. First it engages you with its distinctive design; then it captivates you with its functional benefits; finally, it assures you with its high-quality materials and attention to detail.

Joseph Joseph's ability to blend innovative design, contemporary styling and a distinctive use of colour is unique within the industry. While many brands concentrate on just one of these aspects, Joseph Joseph focuses on the whole user experience - creating products that work beautifully and are a pleasure to have around the home.

Since 2003 the brand has expanded successfully into many product areas and it continues to explore new houseware categories. It may have all started with a simple glass chopping board, but Joseph Joseph is now one of the fastest growing companies in the worldwide housewares market and it continues to earn accolades and awards for its unique, innovative designs.

# Cosmetics. Beautifully organised.

Whatever your skincare regime or the size of your cosmetics collection, all make-up lovers know it doesn't take much for your dressing table or bathroom shelf to become less beauty and more beast!

A plethora of lipsticks, brushes, eyeliner and mascaras - to name but a few essential items - in a variety of shapes and sizes, present a real challenge when trying to keep everything organised. And with the potential to create mess as well, from accidental spills and leaks, it's clear that very careful thought is needed when it comes to designing cosmetic storage.

As careful thought and intelligent, problem-solving design are our trademarks, we're delighted to introduce you to Viva, a brand-new range of beauty organisers with a stylish, premium aesthetic and lots of highly practical features.

The range comes in a beautiful soft-shell colourway that compliments a wide range of interior styles and includes a variety of organisers for different storage needs. There's even a smart compact mirror for those all-important make-up checks and touch-ups on the go.

There's never been a more important time to get the home in order and this new range helps you do just that by turning cosmetic chaos into beautiful organisation.

*Antony & Richard Joseph*





**Viva**  
Pedestal mirror with cosmetic organiser

Design registered

This stylish design combines many of your make-up needs in one compact unit. It features a large, racetrack-shaped mirror giving you a wide view of your face and neck, plus a smaller, 3x magnifying mirror for finer, detailed work. The magnifying mirror has a magnetic back with a soft finish so it can be stored on the main mirror without scratching or removed for ease of use. When lifted up, the main mirror reveals a handy compartment inside the stand providing organised storage for a range of cosmetics and accessories, such as brushes, lipsticks and mascaras. A divider inside keeps everything in order and this can be removed for easy cleaning. When open, the angle of the main mirror can also be adjusted whilst a non-slip base keeps the unit securely in place.

Wipe clean with a damp cloth. Mirror: use a microfibre cloth. Do not use abrasive cloths or polishes.



Compact, magnetic 3x magnifying mirror with non-scratch back



Removable divider for easy cleaning



Viva Pedestal mirror with cosmetic organiser  
**(75001) Shell**  
**Dimensions**  
Closed: H23 x W21 x D18.5 cm (H9 x W8.25 x D7 inches)  
Open: H40.5 x W21 x D16.5 cm (H16 x W8.25 x D6.5 inches)



Video



Hidden storage compartment for cosmetic organisation



**Viva**  
Cosmetic organisers

Design registered

This stylish range of cosmetic organisers feature a mix of deep and shallow compartments for storing a variety of items such as make-up brushes, mascaras and eye-shadows, plus handy drawers for things like cotton wool pads, cotton buds or make-up sponges. Each drawer has a tab for easy opening and a self-locating, magnetic closure to keep it securely in place when closed. The large organiser comes with a removable 2-in-1 mirror that can be mounted onto the edge of the unit for hands-free use and then stored in a slot at the back after use. The angle of the mirror can be easily adjusted and it features a 3x magnification mirror on the reverse, for helping with finer detail. All Viva organisers are finished with a stylish chrome-plated badge detail and feature removable dividers making them very easy to clean.

Wipe clean with a damp cloth. Mirror: use a microfibre cloth. Do not use abrasive cloths or polishes.



Shallow compartments for small items such as lip balms, blushers and eye-shadows



Drawer with magnetic closures for cotton wool pads, cotton buds and make-up sponges



Removable, 2-in-1 magnifying mirror



Dismantles for easy cleaning



Video



Viva Large cosmetic organiser with removable mirror  
**(75005)** Shell  
**Dimensions** H12 x W30 x D19.5 cm  
(H4.7 x W11.8 x D7.6 inches)



Video



Viva Cosmetic organiser with drawer  
**(75004)** Shell  
**Dimensions** H12 x W18.5 x D19.5 cm  
(H4.7 x W7.3 x D7.6 inches)



Video



Viva Compact cosmetic organiser with drawer  
**(75003)** Shell  
**Dimensions** H12 x W17 x D9.5 cm  
(H4.75 x W6.7 x D3.75 inches)



**Viva**  
Tiered cosmetic organiser

Design registered

This compact organiser is ideal for storing a range of essential cosmetics and accessories, such as make-up brushes, eye-liners and nail varnishes. The tiered design allows quick and easy access to everything inside, so it's perfect for holding regularly-used items and go-to cosmetics. A divider helps keep the contents neatly organised and this can be removed for easy cleaning. The stylish design is finished with a chrome-plated badge detail.

Wipe clean with a damp cloth.



Tiered design for quick and easy access



Ideal for storing regularly used items such as make-up brushes, eye-liners and nail varnishes



Dismantles for easy cleaning



Viva  
Tiered cosmetic organiser  
**(75002)** Shell  
**Dimensions** H11 x W18 x D10.7 cm  
(H4.3x W7.1 x D4.2 inches)



Video



**Viva**  
2-in-1 compact magnifying mirror

Design registered

Check and perfect your make-up on-the-go with this elegant, compact mirror. It features a standard mirror giving you a distortion-free view of your entire face, plus a 3x magnifying mirror for fine detail work such as applying mascara. A soft, silicone strap provides a handy finger loop for holding the mirror securely when using and also a convenient place to store small make-up essentials such as an eyeliner pencil, lipstick or mascara. Finally, a magnetic closure keeps the mirror securely closed in your bag.

Case: Wipe clean with a damp cloth. Mirror: use a microfibre cloth. Do not use abrasive cloths or polishes.



3x magnifying mirror for finer detail



Soft silicone finger/storage strap



Strap can hold small make-up essentials such as lipstick or mascara



Viva  
2-in-1 compact magnifying mirror  
**(75006)** Shell  
**Dimensions** H8.5 x W8 x D2 cm  
(H3.3 x W3.1 x D0.75 inches)



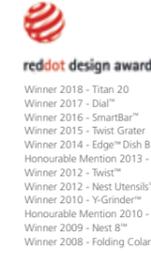
Video

# Merchandisers



Viva Floor-standing merchandiser  
Disposable (Cardboard)  
**(991059)**  
**Dimensions**  
H145 x W67 x D51.5 cm  
(H57.09 x W26.38 x D20.28 inches)

We are proud to have won the following awards:



Joint Winner - Emerging Entrepreneur of the Year



Winner 2021 Gadgets - Multi-Prep™  
Winner 2020 Product Development  
Winner 2015 Housewares - Totem  
Winner 2015 Innovation Award - Totem  
Winner 2014 Innovation Award  
Winner 2013 Innovation Award  
Winner 2013 - Wash&Drain™  
Winner 2012 Innovation Award  
Winner 2011 Innovation Award  
Winner 2009 Innovation Award  
Winner 2009 - Nest 8™  
Winner 2008 Cutting Edge Award - Index™



Winner 2012 - Nest™ 9 Plus  
Highly Commended 2012 - Arena™  
Winner 2011 - Pie™  
Highly Commended 2011 - Rocker™  
Winner 2010 - Hands On™  
Highly Commended 2010 - Y-Grinder™  
Winner 2008 - Index™

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