

Red Lips

wear the wow



The best polaroids happen in the makeup booth.
Love is always #RED and so should your lips.

Let's go back to 2020.
Your FAVORITE year, we know.

Red Lips launched in 2020 but started in 2018.
Now, eight years later in 2026: the brand is relaunching.

New logo, the revealing of how it all came to be: the story of how Lauren turned a heart-break into a brand that is now empowering women to become confident, sexy and happy in their own skin are only a few of the things that Red Lips is bringing to the table this Fall.

It started in a small town in Honduras: Comayagua and it is now in a powerful state: Washington.

We talked about Lauren about the possibility of expanding beyond the podcast and makeup studio that Red Lips currently is and exploring the possibility of a makeup brand that brings the charisma of a little



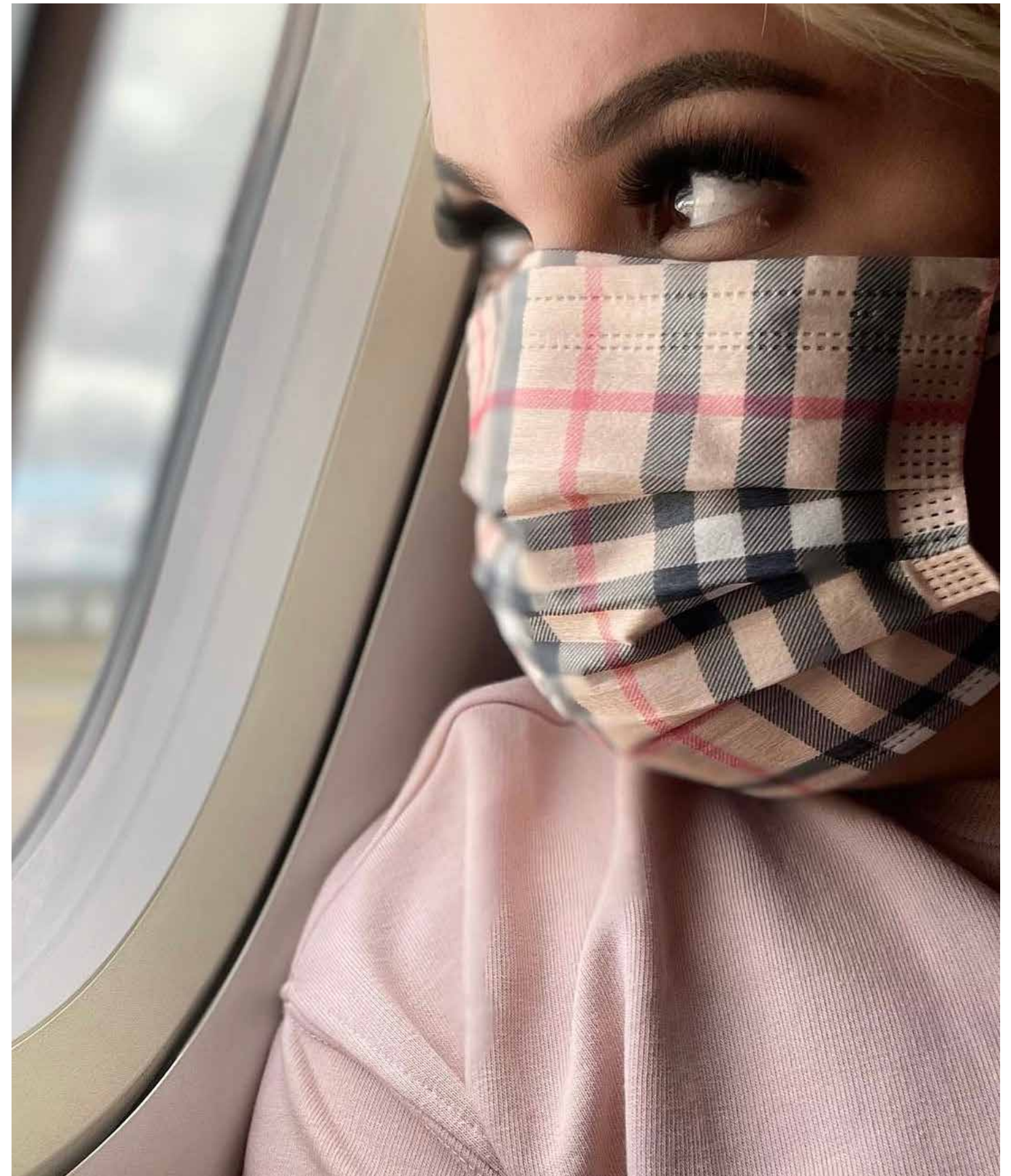
From the Broken hearted to the Heart- Breaker. **Meet Lauren Sierra, the founder and CEO of Red Lips.**

red kiss that has made so much difference.

We have chosen the picture to the right (that ironically does not show Lauren's lips) to enhance the power and confidence that can come when you finally unveil (take off the mask) the beauty within.

Empowerment is similar to how we felt when Covid was finally gone and we could take the masks off.

The revealing of true essence.





One of the biggest statements that Red Lips makes is that :
LOVE IS RED.

This has become an iconic phrase from the brand that means that Love is bold. It has a special connotation, as it refers to self-love and how loving ourselves, accepting ourselves and being able to be kind about it empowers us in ways that allow us to inspire others to be grateful for what they see in the mirror.

This picture to the left was chosen because the way Lauren is looking at herself in her mirror is a very strong emotional statement of life before Red Lips.

It expresses the power of transformation in something as simple as wearing a red lipstick.

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Red Lips

wear the wow



Roses are Red... oh
no, wait.
YOUR lips are Red,
and so is Woodinville,
now tainted in bold
beauty.

Visit our new Studio
at Woodin Creek.



*Opens
October 10th,
2026*



Red Lips

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October 10th 2026:

Our new studio opens in Woodinville, WA
Visit us at Woodin Creek!



Red Lips

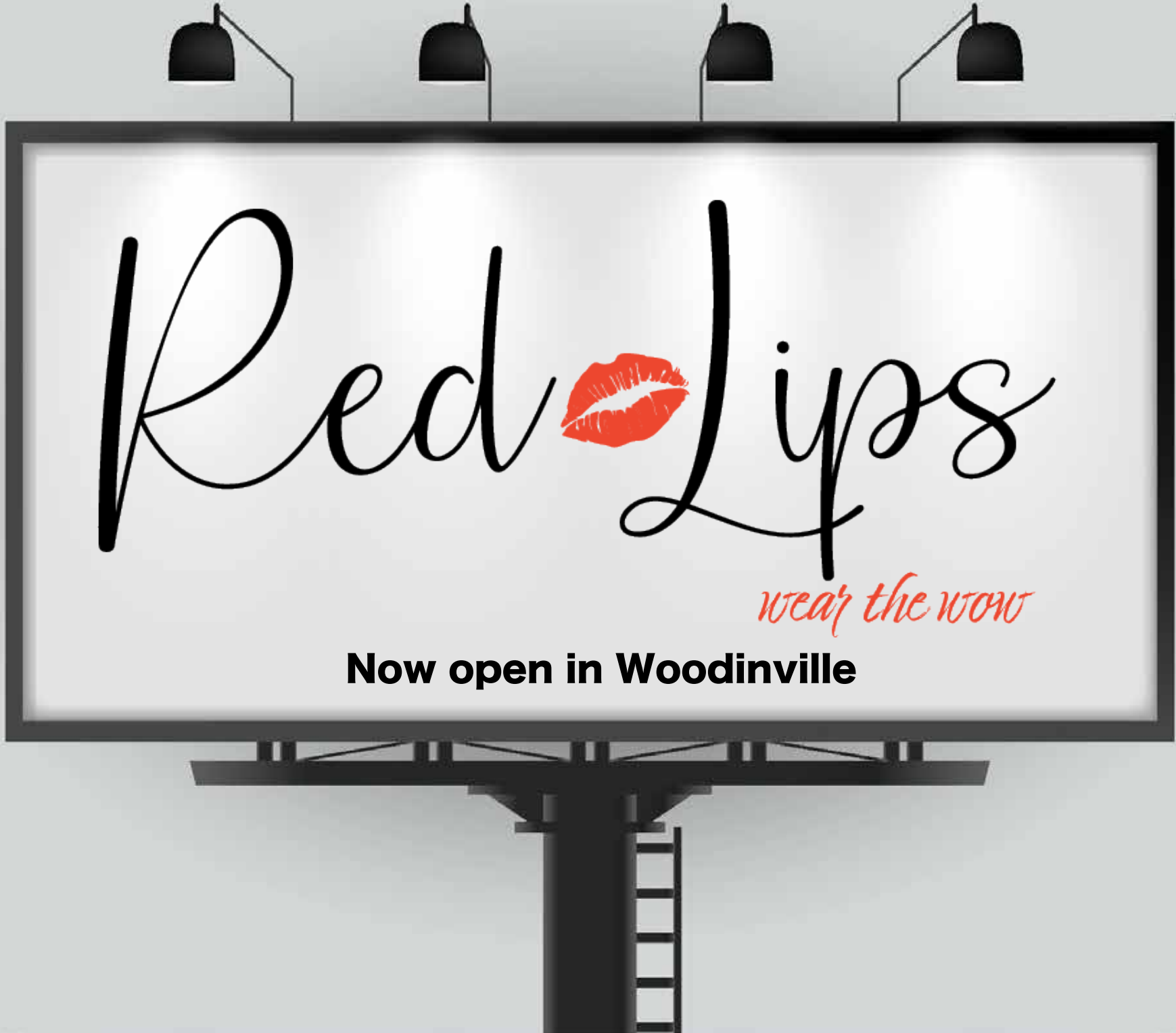
wear the wow

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A billboard for 'Red Lips' is shown against a light gray background. The billboard has a black frame and is supported by a black metal structure with a ladder. Four black spotlights are mounted on top of the billboard frame. The main text 'Red Lips' is written in a black cursive font. The word 'Red' is on the left, followed by a red lipstick smudge graphic, and then 'Lips' on the right. Below the main text, the phrase 'wear the wow' is written in a smaller, red, cursive font.

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Now open in Woodinville

THE most brave, bold and beautiful statement a woman can make is wearing Red Lips.

-Lauren Sierra

#WomenEmpowerment #Woodinville #Red #Makeup