

The MINI has become great: celebrating its half century

At a time when John Glenn was flying around the Earth aboard the Mercury rocket, the MAVALA MINI Color was created and made a small revolution.

A half century has passed... Here is the success story of the small bottle of MAVALA nail polish, millions of which have already been sold today and bring happiness to all fashionistas all over the world.



Born in 1962 at the same time as the mini skirt, a symbol of women's liberation, the MAVALA MINI celebrates its 50th birthday this year. Although created in Geneva Switzerland, it was in Paris that this revolutionary shaped nail polish took its maiden flight.

Fun, practical, avant-garde, and benefiting from the credibility of the well-known brand, the MINI begins to conquer the world and thrills all those women in search of something new, who are passionate about fashion and who love to treat themselves without spending a fortune.

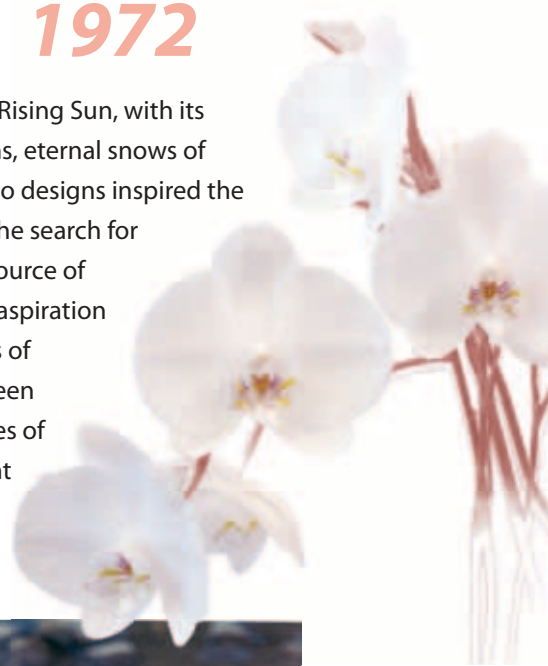
Without a chip nor a ripple, the MINI design has embraced all fashion, constantly renewing its palette of shades, and adapting itself to new trends while maintaining the values that have made it such a success.

To celebrate its half century, MAVALA is proud to introduce this year an anniversary collection inspired from the original shades of 1962, with dazzling tones such as Moscow, Roma and Honolulu.



1972

The Land of the Rising Sun, with its cherry blossoms, eternal snows of Fujiyama and kimono designs inspired the first pastel shades. The search for colours is always a source of inspiration, like this aspiration to reproduce shades of orchids, that have been decorating the offices of Mr. MAUTE, President of MAVALA SA since 1961.



Le magasin du Nord, Copenhagen, 1962



1962

It took hours of discussion, many questions and great courage to decide on that Sunday in May to sell a 5ml miniature size which went against the advertising rules at a time when everything had to be big. The little brother of the 15ml format from that time, the MINI had everything that a big nail polish had and promised to achieve a long history. It was also extremely daring to call the first red, Moscow, in the middle of the Cold War.

The true and original spirit of the MINI was born...



Sony Plaza, Ginza, Tokyo, 1979

It is also in Japan that Mr. MAUTE participated in the first concept of a Nail Bar, that can be found all over the world today.



The madness of fancy colours, 1996

1992

Thirty years after its birth, the MINI continues its vocation as an indispensable nail polish, reinforcing its position in the world while maintaining its pure and authentic design, this gives it a touch of class ! The round, conical bottle prevents the sedimentation of the pigments and two mini mixing balls ensure permanent fluidity of the polish, whilst

its octagonal golden cap recalls the thousand of glitters of the 10 manicures that you can produce with one MINI bottle.



1982

MINIs reflect the sounds of cities throughout the world, inviting you to join in a perpetual journey with a palette of infinite shades. Pink shade, of course, had to be for Toulouse, mauve is for frosty Stockholm, metal red for London because of its telephone boxes, the colour of the divine nectar for Bordeaux or the colour of desert sand for Cairo. What followed were crazy colours, black and white, then glitters... big and small, powdered, and multicoloured ! Whether it is the names, the colours or its image, the MINIs have always stood out by daring to be different.



2002

The MINI makes its debut in the French film « Vénus Beauté ». Its career in cinema stretches as far as Australia, where it has a leading role on a train because of its handy size. This gives inspiration that same year to the Germans to suggest performing express manicures on board of their fast trains, thanks to the MINIs. It is its small volume which is its strength. The last drop remains as fluid as the first, and a variety of shades may be carried at the same time, wherever you go. At the same time, the MINI becomes worry free thanks to an innovation of formula. Dibutyl phthalate free, formaldehyde free, toluene free, colophane free, paraben free, camphor free, no added nickel. You'll love them !



Pure Diamond.

2012

The MINI is available over 100 countries, from Siberia to Land of Fire. Faithful to MAVALA's motto of « Beauty at your fingertips », today the MINI can claim to show « Beauty, the World Over », thanks to its unique smart formula which has been held secret, and which ensures that the polish continues to hold as perfectly as it did the first day.

Its fabulous adventure, whose evolution is written in the world history of cosmetics and fashion, illustrates its modernity and its promising future.

So, « Happy Birthday MINI ! », as the magnificent Marilyn sang to President Kennedy on the 19th of May 1962.



Since its birth, the MINI has known how to adopt MAVALA's philosophy, dedicated to care and beauty, always driven by a creative and original spirit. Let's bet that with no doubt the next 50 years of the MINI will be as innovative and colourful as the first !

MAVALA, your beauty, our universe !

