

## Girl Tetris: Jouer Cosmetics

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### Girl Tetris

I attended an event recently with Jouer Cosmetics' owner and founder Christina Zilber - the brand was just picked up by Nordstrom and it's popularity is on the rise in a big way.

Zilber explained that we all buy palettes because they're purse-friendly, but who uses eyeshadow on-the-go? I know I don't.

The point of differentiation with this brand is that you buy your favorite pieces individually and it snaps together into custom palettes. You can create (and re-create) your perfect touch-up toolkit depending on the day. Pack a concealer and lip gloss to go to the office, or snap on a bronzer and mattifier if you have drinks after work. You won't be able to stop.

[Jouer](#), prices vary.