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Staypineapple and Makeup Geek Get Ready for New York Fashion Week



Staypineapple collaborates with beauty mogul and influencer, Marlena Stell, during New York Fashion Week. Check into Staypineapple New York from September 4th - 11th and receive a surprise gift from Makeup Geek!

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Boutique hotel company Staypineapple is thrilled to collaborate with beauty mogul and influencer turned successful entrepreneur, Marlena Stell. Her two brands, Makeup Geek and Marste Fashion will be featured in the Midtown New York hotel during New York Fashion Week, September 4th - 11th, 2019. The collaboration was born out of Marlena's desire to fuel and support female energy and empowerment. After learning Staypineapple is a female-owned and operated hotel company that brings a unique, artful experience to their guests, she knew it would be a great match. "I am thrilled to collaborate with Staypineapple as I not only love working with female-owned and operated businesses, but Staypineapple's artful concept mirrors my belief that life should always be lived in color. I created Makeup Geek to offer a highly-pigmented makeup collection at affordable prices to allow women to tap into their individuality and artistry. Makeup Geek x Staypineapple palette mixes a number of natural shades with pops of (pineapple) yellow, blue



Staypineapple Palette

"I am thrilled to collaborate with Staypineapple as I not

and green making it a fun, yet wearable palette encouraging women to play with color,” stated Founder, Marlena Stell.

Makeup Geek has become an exceedingly popular brand since it was founded in 2008. It is now sold in Target and directly from the Makeupgeek.com website, worldwide, with over 2 million followers on Instagram. Late last year, Marlena launched Marste Fashion, a size-inclusive line featuring high-quality, super wearable pieces, for women of all shapes and sizes, sold directly through marstefashion.com. During NYFW from September 4th - 11th, the collaboration will feature a hand-selected color palette placed in guest rooms of the Staypineapple New York hotel.

Staypineapple opened its Midtown Manhattan location in January. Each room boasts finishes in a cheerful color palette which lend an air of subtle sophistication and evoke an easy, residential-style comfort. Imagine a graceful blend of modern touches like ultra-high-speed Wi-Fi, the ability to stream your favorite show or music to a 50” television and utilize a 24-hour guestroom assistant for all your inquiries just by saying “Ok Pineapple”. And of course, Staypineapple’s The Naked Experience™ pampers every guest with a-sleep-so-well-you-won’t-remember-it-night. Catering to both leisure and business travelers alike the art-centric hotel offers 89 thoughtfully designed guestrooms and suites.

About Makeup Geek

This cult-favorite line of highly-pigmented colors are eco-conscious, cruelty-free, and made in the USA is founded by Marlena Stell, one of the original beauty influencers turned successful entrepreneurs. More than 10 years ago, Marlena turned to YouTube to start documenting her love for makeup. As a music school teacher, not a trained makeup artist, creating makeup looks was a passion and YouTube was a medium where she could share and connect. This was before the rise of social media as we know it today. Marlena's channel grew in popularity so much that she decided to leave her job as a school teacher and follow her passion, which led her to create Makeup Geek in 2008.

About Staypineapple

Based in the Pacific Northwest, Staypineapple represents a brand of ten privately owned and managed hotels in Seattle, Portland, San Diego, San Francisco, Chicago, Boston, and New York. Focused on thoughtful service and design with an uncanny knack for anticipating needs, the brand wholeheartedly embraces the pineapple’s symbol of hospitality and joy. For more information, visit <http://www.staypineapple.com> or call 866-866-7977.

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