

Over the course of her decades-long career, Gwen Stefani has come to be known and loved by her fans for many things: bringing girl-driven ska-pop with evergreen lyrics into the forefront of mainstream music; delivering unforgettable style through combos like [checkered pants and fishnet crop tops](#); and a red lip that can best be described as the forgotten element in Cake's "[Short Skirt/Long Jacket](#)."

The latter is driving Stefani's most recent creative endeavor: As we gear up for spring, she's preparing to launch her own beauty brand, GXVE. Pronounced "give," the name is an homage to the signature she's been using since high school: a G followed by an X, or a kiss. GXVE will initially offer eight products—including refillable brow, eyebrow, and lip products—with more to follow post-launch.

"People have been asking for 35 years, 'What color lip are you wearing?' so that was the obvious place to start," Stefani told Elle in exclusive [interview](#).

While a cosmetics line is new arena for Stefani, she's no stranger to entrepreneurship. Throughout the 2010s, she served as a brand ambassador for L'Oréal, Revlon, and Urban Decay, collaborating on a limited-edition cosmetics collection with the latter.

Before that, she founded her fashion line, L.A.M.B., in 2003. Named for her debut solo album, Love. Angel. Music. Baby., L.A.M.B. made its runway debut the following year and included a fragrance called L. However, for Stefani, makeup is in a league of its own.

"Makeup is different. It's personal. It's really hard to put into words, but it's just so powerful," [Stefani shared](#) in an interview with Women's Wear Daily, adding that GXVE has been in the works for three years.

Throughout her career, she has done her own makeup, adding that she considers it something of a pre-performance ritual. And while her style has evolved over the years, Stefani has maintained certain Hollywood-inspired elements, such as her platinum blonde hair and razor-sharp cat eye. At times, she has swapped out the bold red for a glossy neutral, but there's no question about it: The red lip is Stefani's signature.

"I never thought I could make any impact on anyone ever, but now I feel like I'm at a place where I've learned enough, and I'm smart enough, and I've had enough experience," Stefani told Women's Wear Daily. "I truly know that with GXVE, people can know they can trust me on this."

Confession: I have been on a mildly infuriating hunt for my holy grail red lipstick. Has Gwen Stefani finally answered my prayers?

GXVE launches on March 3 on the [brand site](#) and on March 10 in Sephora stores. Here's what's included in launch:

- Lip - Original Recipe, 3 formulas:
 - Original Me High Performance Matte Lipstick - \$26
 - Anaheim Shine High Performance Satin Lipstick - \$26
 - I'm Still Here Lightweight Longwear Matte Liquid Lipstick - \$24
- Eye:
 - Eye See in Color Multidimensional Eyeshadow Quads - \$28
 - Line It Up 24-Hour Pencil Liner, 2 shades - \$21
- Brow:
 - Hella On Point Ultra Fine Brow Pencil, 7 shades - \$24
 - Mos Def Instant Definition Sculpting Brow, 7 shades - \$24
- Face:
 - All Time Prime, Oil Primer - \$48