

# VANITY FAIR



## U.K.'s Nails Inc. Top-Coats the U.S.

By [Grace Timothy](#)



In 1999, British fashion editor [Thea Green](#) got a manicure in New York that would change her life. Inspired by the quick and affordable pamper time, she founded [Nails Inc.](#), the U.K.'s first nail-bar chain, selling the trend-led colors you'd expect from a fashion-industry pro. Twelve years later, with various awards and an M.B.E. (Member of the Order of the British Empire) under her belt, Green's returned to America and launched Nails Inc. into 50 [Sephora](#) stores, both here and in Canada.

"I got the idea for Nails Inc. in New York, and now we're back. I like that!" Green says with a laugh. "It's really a Nails Inc. moment right now. We've always been fashion-forward, but we started at a time when everyone wanted a nude or a French manicure. Now nail art has caught on in a big way, and everyone's demanding the latest technologies, so the timing is perfect to take Nails Inc. to America."

A truly British brand, every shade name honors a London street or landmark, while the colors reflect Green's fashion-editor eye for a trend. "I pick my Top 10 shows each season as a starting point for my colors," she explains. "Then I warm or cool the shades to make them nail-friendly. So my AW11 palette was based around the [Celine](#), [Chloé](#), [Erdem](#), [Gucci](#), [Miu Miu](#), and [Stella McCartney](#) catwalk collections."

Nails Inc.'s Nail Effects will launch this summer, including Crackles, 3D Glitters, and, in October, Over Glaze, an iridescent top coat—all fashion statements anyone can wear with ease. "It's more comfortable to try a trend on your nails, rather than in your makeup or clothes," Green remarks. "You can do it regardless of age, shape, and—at just \$9.50 each—budget."