Past research on face (Ting-Toomey & Cocroft, 1994), or dignity, has shown that cultures adopting an independent self-construal (i.e., from the West) are more concerned with self-face (personal dignity), while those adopting an interdependent self-construal (i.e., from Asia) are more concerned with other-face (another’s dignity). However, we propose that in social comparison, self-face and other-face play very different roles for Asians/Asian Americans. In Study 1, we primed other-face by having participants think about a close other’s success or failure. For Asian Americans, their self-esteem lowered when thinking about a close other’s failure whereas Europeans were unaffected. However, in studies 2 and 3, we found that social comparison primed self-face for Asian Americans, leading to opposite results. In study 2, when socially comparing with a close other, European Americans felt worse towards a close other’s failure than success. However for Asian Americans, they felt better after a close other’s failure than success. In study 3, participants showed similar responses in how they judged an agent in a story to react to the success or failure of their close other. This has implications on understanding the impact of social comparison on face-work in the East and provides an explanation to its paradoxically competitive yet collective nature.