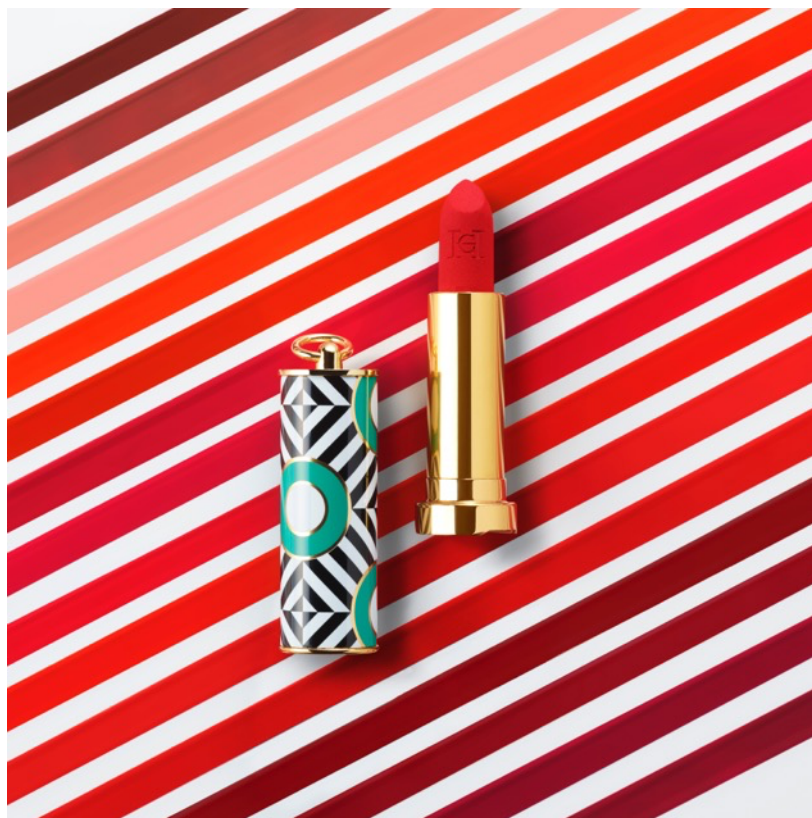


CAROLINA HERRERA  
NEW YORK

## CAROLINA HERRERA MAKEUP

CUSTOMIZABLE ON-THE-GO MAKEUP FOR THE FEARLESS AND FABULOUS



Unique, addictive and unlike anything you've ever seen before. Carolina Herrera is proud to introduce its very first makeup line: **Carolina Herrera Makeup**.

Developed by Beauty Creative Director Carolina A. Herrera in close collaboration with Carolina Herrera Creative Director, Wes Gordon and Carolina Herrera Global Makeup Consultant, Lauren Parsons, this groundbreaking collection is a true **celebration of beauty** and the freedom to express personal style in a daring and authentic way.

"Traditionally, makeup is something that you keep out of sight whether on your bathroom shelf or in your vanity pouch. But this is an entirely new and disruptive way of approaching beauty. We wanted to give women an opportunity to **flaunt** their makeup, unapologetically, like a piece of fabulous jewelry."

– Carolina A. Herrera, Carolina Herrera  
Beauty Creative Director

Embodying the brand's *alegría de vivir* attitude to all things fashion and beauty, Carolina Herrera Makeup seamlessly translates the fashion collections' upbeat exuberance and unapologetically feminine aesthetics.

"Makeup is the finishing touch that elevates an outfit, but it's also a statement within itself. We wanted each piece to double up as an eye-catching, **high-fashion accessory** that you could literally wear and show off. It's all about joy of living and that 'fantasticness' that's so appealing in fashion today."

– Wes Gordon, Carolina Herrera  
Creative Director

Four years in the making, the formulas were extensively researched and tested to meet Carolina Herrera's exacting standards of excellence.

"We really wanted to ensure that the finishes of each lipstick formula was **pigment-rich**, long-wearing and hydrating, and that the powders were as finely milled and luminous as possible to avoid any sensation of cakiness."

– Lauren Parsons, Carolina Herrera  
Global Makeup Consultant

Launching in **March 2020**, Carolina Herrera New York Makeup is set to completely change the way we think about makeup.

## THE LIPSTICKS



Bright, irreverent and upbeat – no one speaks the language of color quite like Carolina Herrera, and this makeup line is no exception, making its debut with an extensive palette of **36 shades** – **16 matte**, **12 satin** and **8 sheer**.

Developed in close collaboration with Carolina Herrera Global Makeup Consultant Lauren Parsons, they cover everything from bright pinks and berries to reds and corals, nudes and browns, ensuring that there is a shade to suit every skin tone and complexion.

Spearheading the offer is **Carolina Red**, a tribute to Mrs. Herrera and the brand's signature color. At once bold and playful, it perfectly embodies the Carolina Herrera Makeup collection's ethos – that beauty should be fearless and fabulous!

### The Sheer Formula

No more shine without real color and no more color with hydration. With **3 shades of red**, **3 nudes including Fabulous**, and **2 orangey hues**, the sheer lipsticks are the lightest of all the formulations, providing luminous color and a bare-lip sensation. Creamy and lightweight, they melt on contact, gliding on seamlessly for instant, long-lasting comfort. Lips look smooth, soft and supple.

Luxurious and hydrating, they are formulated with a rich-feel emollient for a **non-oily shine** that's water-resistant and long-wearing, adhering to the lips with no trace of stickiness. Thanks to their true color gelled system, pigment particles are evenly dispersed in a gel matrix, delivering vibrant, uniform color.

A real multi-tasking product, the Sheer lipsticks can also be applied with the fingertips to the eyelids or

apples of the cheeks doubling up as eyeshadow or blush and making them ideal for **on-the-go application**.

### The Satin Formula

Obsessively creamy, long-wearing and hydrating, the Satin lipsticks deliver full coverage, high-impact color in one, silky swipe with **6 reds**, including **Carolina**, **4 nudes**, a pink and an orange-tinged shade.

Dermatologically tested and parabens-free, their innovative formulas contain vegetal-derived squalene and lightweight oils for added shine. Lips look soft, smooth and moisturized, with zero signs of flaking or fading.

The bonus? They're made with **Vitamin E** which imparts anti-aging benefits to keep lips looking healthier, for longer.

### The Matte Formula

Lightweight and vibrant, the Matte lipsticks lay down an intense, **high-impact** dose of vibrant color in one, easy stroke.

Gliding on easily when applied, they're formulated with oil structuring waxes and an emollient blend to prevent the drying sensation usually associated with matte lipsticks. Silicone elastomer powders ensure a luxuriously smooth and silky feel, and an infinitely soft matte finish.

Available in a range of **8 reds** including **Alegria**, **4 nudes**, **2 pinks** and **2 oranges**, color appears uniform even after several hours of wear, while lips stay hydrated and soft.

## THE POWDERS



Developed in close collaboration with makeup artist, Lauren Parsons, these weightless formulas are non-comedogenic and suitable for all skin types, including oily and sensitive skins. Long-wearing, they keep the **complexion looking flawless** from dusk till dawn.

### The Compacts

Featuring **8 skin-perfecting shades** ranging from the lightest Spring Porcelain to the darkest Deep Dusk, these enhancing powders create a natural luminous finish.

Formulated with a mix of ultra-fine particles for an exceptionally blendable and soft texture, they provide perfect color uniformity that is long-wearing and doesn't cake.

Naturally-derived powder coatings and mineral pigments provide a weightless velvety **satin feel** that allows skin to breathe freely while preserving its natural beauty. The complexion looks softer, fresher and more even.

Applied with a brush or a sponge to the face or décolletage for sheer **buildable coverage**, they can be used as setting powders or alone for a natural healthy glow.

### The Mattifier

Get camera-ready, in a New York minute! Designed to absorb excess oil even in the most extreme conditions, the Carolina Herrera Mattifier instantly takes away any unwanted shine without caking, leaving skin looking matte and **fresh**.

Lightweight and comfortable, its formula contains **silica microspheres** to create an ultra-thin, flexible

transparent film that sets makeup in a flash and keeps skin looking flawless, for longer.

Boasting an elegant silky texture, it glides on effortlessly when applied with a brush or a sponge and can also be used on bare skin to create an instant **blurring effect**. Coming in a translucent universal shade, it's suitable for all skin tones.

### The Highlighter

Get ready to put your best face forward. Radiant with a shimmering finish, this universal highlighter has only one mission: illuminate, illuminate, illuminate!

Featuring a buildable **cream-to-powder** texture, its formula contains innovative esters for a silky lightweight texture that spreads evenly, creating an enviable lit-from-within glow.

Applied with the fingertips, it adds touch of light to sculpt and highlight everything from cheekbones, to eyes and cupid's bows. Skin appears impossibly radiant, **luminous** and smooth.

### The Brushes

Great makeup calls for great tools, and completing the offer are the Carolina Herrera Makeup brushes.

Featuring soft, natural bristles, the powder brush is made more compact and **portable** than ever thanks to its fully retractable tip and sleek, gold-toned case.

Ideal for **precision** application, the lip brush also comes in a refined, Carolina Herrera engraved gold case, and boasts a soft, pointed tip to perfectly contour and fill in the lips.

## OBSESSED WITH CUSTOMIZATION



The Carolina Herrera makeup collection is all about **expressing yourself** and what better way to do that than by turning your products into ready-to-wear collectibles?

Each piece from the collection can be fully **customized** with a selection of irreverent printed cases, tassels and charms. Versatile and unique, each accessory can be mixed and matched to reflect your own personal style.

Dress your lipsticks up with one of ten iconic printed **cases**, add one of ten rainbow-hued **tassels** and finish the look off with one of three **charms**: the Jasmine flower, a Carolina Herrera emblem, a colored Beetle charm which makes a playful nod to Carolina A. Herrera's childhood nickname, or a Letter charm, a personal signature to initial your lipstick and make it truly your own.

Over on the compacts, four printed cases are on offer, all with a special meaning and significance in the Carolina Herrera universe: **Red Tartan** after the label's emblematic Maison Avenue townhouse, **Blue Dots** for the quintessentially Carolina Herrera polka dot, **Zebra**, the new fashion neutral and the **Green Waves** print designed by Wes Gordon and a playful

expression of the brand's style. Simply choose your case and slide it into your compact's magnetic holder.

### BEAUTY TO GO

Thought the fun stopped there? Think again. Featuring a Carolina Herrera-engraved jewelry-like ring that clips onto virtually anything, these highly collectible lipsticks are **designed to be worn and applied wherever, and whenever** the mood takes you. Doubling up as necklaces, bag charms or stand-alone pieces, they make the perfect addition to the modern woman's arsenal.

Refillable and equipped with a mirror, the Carolina Herrera compacts also come with a beetle-embellished ring holder, making them completely portable and ready to be deployed absolutely anywhere.

Capturing the fast-paced rhythm of city life, these **bespoke beauty accessories** are the ultimate expression in personal style, made for the fearless and fabulous.

Are you obsessed yet? #HERRERABEAUTY