

CAROLINA HERRERA  
NEW YORK

# CAROLINA HERRERA MAKEUP

CAROLINA HERRERA LAUNCHES ITS VERY FIRST MAKEUP LINE. READY-TO-WEAR COLLECTIBLES MADE FOR TODAY'S FEARLESS AND FABULOUS WOMAN.

Carolina Herrera is proud to introduce **CAROLINA HERRERA MAKEUP**, a compelling, addictive and fully customizable line of ready-to-wear makeup. Blurring the line between beauty and jewelry, this sophisticated collection wasn't just designed to be worn. It was designed to be flaunted – unapologetically. Developed by Beauty Creative Director Carolina A. Herrera in close collaboration with Carolina Herrera Creative Director Wes Gordon, and Carolina Herrera Makeup Consultant Lauren Parsons, the brand's first makeup line is a completely new and disruptive way of thinking about beauty.

"Traditionally, makeup is something that you keep out of sight whether on your bathroom shelf or in your vanity pouch. But it's such a personal form of expression, why shouldn't you wear it? Literally! We wanted to give women an opportunity to wear their make-up like a piece of fabulous jewelry."

– Carolina A. Herrera, CAROLINA HERRERA  
BEAUTY CREATIVE DIRECTOR

The first rule of Carolina Herrera Makeup? **There are no rules.**

The ultimate form of self-expression, the collection embodies Carolina Herrera's joyful, larger-than-life approach to fashion, reflecting the brand's ethos of *alegría de vivir*. Fulfilling the modern woman's every makeup requirement and more, it's a celebration of beauty and the freedom to express oneself in a daring, authentic way.

"From the start of our collaboration, the main focus was to create a makeup line of modern, fresh textures and colors that would suit everyone."

– Lauren Parsons, CAROLINA HERRERA  
GLOBAL MAKEUP CONSULTANT

When it comes to the language of color, no one speaks it quite like Carolina Herrera, and this new makeup line is no exception. Packed full with a palette of vibrant hues, the lipsticks are an invitation to celebrate optimism and irreverence.

"The Herrera woman is the one standing out in a bright pink coat, when everyone else is in black. I wanted to translate the joy and **exuberance** of our collections into the Carolina Herrera Makeup line. The idea that a dress or an outfit can lift your mood and bring you happiness is a simple yet powerful concept, and I feel that makeup should be the same."

– Wes Gordon, CAROLINA HERRERA  
CREATIVE DIRECTOR

## THE LIPSTICKS: 16 MATTE SHADES, 12 SATIN SHADES & 8 SHEER SHADES

From Mrs. Herrera's iconic red lip to Wes Gordon's understated looks on the runway, lipstick is a Carolina Herrera essential. Launching in **36 shades** developed in close collaboration with makeup artist Lauren Parsons, the lipsticks cover everything from bright hues of pinks and berries, to reds and corals, nudes and browns. So, whether you're more Carolina Red, Drama Drama or Fabulous, there's a shade for every skin tone, and every mood.

No more shine without real color and no more color with hydration! Creamy and lightweight, the **SHEER** lipstick creates a natural, luminous finish that feels like a bare lip. Its rich formula melts on contact with the skin, gliding for instant comfort and delivering uniform, buildable color. Applied with fingertips to the eyelids and apples of the cheeks, it also doubles as an eye shadow or a blush, making it the perfect multi-tasker for on-the-go application.

Providing full coverage and boosted shine, the **SATIN** formula delivers high-impact color that dresses the lips in one silky swipe. Formulated for exceptional length of wear, it does not flake or fade thanks to its hydrating ingredients including Vitamin E and plant-derived squalene. Lips look smooth and soft for longer.

Lightweight and vibrant, the **MATTE** lipstick provides obsessively intense color and a powdery finish, minus the drying sensation. Easy to apply thanks to its creamy silk-structured texture, it glides onto lips to form a flexible film of high-impact pigment, providing deep hydration while avoiding lips to dry out. With an infinitely soft matte finish, lips look luxuriously smooth.

Innovative and full of technical advances, these lipsticks are all parabens-free and formulated for maximum comfort and length of wear.

## RED IS FOR HERRERA

"Trends come and go and fashions change, but red is always there – it's timeless. There's something secure and consistently attractive about it. You always notice the woman in the red dress. It's almost as though we're hard-wired to it."

–Carolina A. Herrera

**Bold, joyful and exuberant**, red has come to symbolize everything that the Carolina Herrera universe stands for. And who better to name our truest shade of red lipstick after than Mrs. Herrera herself? Designed to be consumed without moderation, Carolina Red is your remedy to monochrome fatigue, an invitation to take a walk on the wild side.



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### THE COMPACTS: 8 SHADES OF ENHANCING & SETTING POWDERS, 1 HIGHLIGHTER, 1 MATTIFIER

Ranging from the lightest Spring Porcelain to the darkest Deep Dusk, these versatile **EMBELLISHING POWDERS** come in eight skin-perfecting shades and pack a serious punch. Lightweight and ultra-blendable thanks to their finely milled texture, they are formulated with naturally-derived powder coatings and mineral pigments for a velvety satin finish, that feels smooth and silky. Skin breathes freely while preserves its natural beauty. Providing full buildable coverage when applied with a brush or a sponge, they can be used on the face and décolletage as setting powders, or alone to create makeup artist Lauren Parsons' signature natural healthy glow.

Looking to get camera-ready in a New York minute? Look no further than the universal **MATTIFYING POWDER** that's suitable for every skin tone. Instantly absorbing any excess oil without caking, it takes away unwanted shine even in extreme conditions. Lightweight and breathable, its elegant silky texture glides on effortlessly with a brush or a sponge and can be used to refresh makeup throughout the day, or on its own for a natural blurring effect. Formulated with silica microspheres, it creates an ultra-thin, flexible transparent film that keeps skin looking flawless for longer.

No makeup collection would be complete without an illuminating cream-to-powder **HIGHLIGHTER** for an incomparable lit-from-within glow. Applied with fingertips or a brush, it highlights and sculpts, creating a shimmering, radiant finish wherever the light would naturally hit. Formulated with innovative esters, its silky texture spreads evenly and has a non-greasy feel that's suitable for even the most sensitive of skins.

### OBSESSED WITH CUSTOMIZATION

A quintessentially New York collection, each product in the line is made to be applied and worn on-the-go thanks to a range of accessories and charms inspired by the House of Herrera's most **emblematic design codes** - from the iconic polka dot to the brand's flagship Madison Avenue townhouse's tartan tiles. With a selection

of cases in ten iconic prints on offer, the collection is designed to look as simple or as elaborate as the occasion requires. Each lipstick comes with a sleek gold ring that can be clipped on to virtually anything, whilst the compacts feature a beetle embellished ring holder making as nomadic as a smartphone. Add to these a range of signature tassels and charms to complete the finished piece, and the combinations are literally endless. Wear them, gift them and adapt them to your uniquely personal style.

For Carolina Herrera, the move into makeup is a natural one, following in the successful launches of its signature fragrances Good Girl, and its male scent counterpart, Bad Boy.

"The **evolution** of Carolina Herrera fragrances has been amazing in the last four years. In the beginning, the brand was very North America, Latin America, Middle East and Spain. Thanks to Good Girl, we reached all of Asia and European countries, creating a completely global presence. In addition to this, Carolina Herrera New York fashion has been noticing a very important growth. The whole brand is growing in all markets and categories, and this momentum made it the perfect time to launch a makeup collection."

- **Ana Trías Arraut**, CAROLINA HERRERA  
CHIEF BRAND OFFICER

Suggested **prices** for the lipstick line in Europe will range from 14€ for a charm to 20€ for a cap, 29€ for a refill and 85€ for the lipstick with charms, bangle and a tassel. For the compacts, the patterned cases will be priced at 10€, the metal base at 32 € and a full compact at 80€.

Launching first on Harrod's e-commerce site on March 15th, followed by Harvey Nichols Kuwait's counter on March 25th, and Carolina Herrera's e-commerce site in June. Carolina Herrera Makeup is set to take the beauty world by storm with very exclusive doors in UK, Spain, Middle East, Mexico and Brazil.

Are you ready for your next obsession?  
**#HERRERABEAUTY**

For press enquiries, please reach out to your local PR contact.