

AERIN

AERIN AND LOVESHACKFANCY ANNOUNCE A CAPSULE COLLECTION



Available as from mid-April 2020

AERIN and LoveShackFancy are pleased to announce the debut of a limited-edition capsule collection that marries modernity, heritage, and spirited bohemia in a true celebration of florals. This exclusive collection will feature a range of floral-inspired ready-to-wear pieces, accessories, and beauty products inspired by the new AERIN Wild Geranium Eau de Parfum.

The *Wild Geranium* print, an abstract coupling of florals in shades of purple, red, and pink, is featured on a lip-gloss and hair mist that both will be available in the Benelux.

Founder & Creative Director of AERIN, Aerin Lauder, and LoveShackFancy Founder and Creative Director, Rebecca Hessel Cohen were inspired to create an assortment of poetic treasures that captures their shared love of flowers and traditions. Evoking the feeling of magical days and the spontaneity of life's sweet little moments, this collection offers beautiful mementos intended to be passed down from generation to generation.

"Our new fragrance for Spring represents happiness, wildflower fields and whimsical escape. I could not think of a more perfect partner to embody the inspiration of Wild Geranium," says Aerin Lauder. "LoveShackFancy has created a floral dream world for girls to discover and I am excited for our consumers to experience what we created together. The collection is youthful, playful and enchanting."

"Aerin has long been someone I've admired and wanted to collaborate with," says Hessel Cohen. "We are both deeply inspired and driven by the women in our lives - my mother, Nancy, and Aerin's grandmother, Estée Lauder. They've imparted a love of family, entertaining, heritage, and, of course, flowers."

The **AERIN x LoveShackFancy Wild Geranium Hair Mist** is the perfect complement to the collection's hair accessories, leaving a delicate trail of Pink Pepper, Winter Lemon, Geranium and Narcisse wherever you go. Spray the hair mist on the organza scrunchie for an added touch of scented whimsy. Perfect for the spring and summer months.

AERIN x LoveShackFancy Wild Geranium Lip Gloss offers a semi-sheer rose tone with a soft, light-coverage conditioning formula. Enriched with Meadowfoam Seed Oil, Magnolia Extract and Vitamin E, it conditions and soothes lips with a satin finish in the prettiest shade to pair with the sweet floral prints of the dresses.

The hair mist and lipgloss will be available at Inno exclusively.

NEW AERIN x LoveShackFancy Wild Geranium Hair Mist 45ml retails for €51,72

NEW AERIN x LoveShackFancy Wild Geranium Lipgloss 5ml retails for €31,02

For more information, please contact: Louise Maselis, +32 25 85 28 17, lmaselis@be.estelauder.com

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