

# ESTÉE LAUDER

## INTRODUCING ESTÉE LAUDER x DURO OLOWU COLLECTION

Available from the 12<sup>th</sup> of August



This summer, Estée Lauder unveils the **Estée Lauder x Duro Olowu Collection**, a dynamic new limited-edition makeup collection with Nigerian-born, British fashion designer, Duro Olowu.

Known for brilliantly mixing bold prints, textures and patterns in an unexpected and uniquely modern way, Duro Olowu's timeless luxury designs are inspired by his heritage, his love of art and his idea of female beauty. Like Estée Lauder, Duro's designs celebrate freedom of expression, individuality and the strong, confident woman who wears them. The Estée Lauder x Duro Olowu Collection was created for the woman who expresses her personal style with confidence.

### **THE PRODUCTS**

The Estée Lauder x Duro Olowu Collection features six customized makeup products curated in partnership with Duro. They are the essentials to create looks inspired by Duro's effortlessly stylish collections, with a mix of Estée Lauder must-haves and two new eyeshadow palettes to inspire endless looks. From soft and subtle to dramatic and daring, the products are designed to mix and match, taking inspiration from Duro's designs in combining textures, colors and finishes.

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## EYES

- Two new **Pure Color Envy 8 Pan Sculpting Eyeshadow Palettes** include curated shades of matte and metallic shadows which can be easily layered to create multi-dimensional eye looks.
  - **Pure Color Envy 8 Pan Sculpting Eyeshadow Palette – Light:** seductive pinks, rich burgundies and luminous metallics
  - **Pure Color Envy 8 Pan Sculpting Eyeshadow Palette – Dark:** deep, vibrant blue tones paired with shimmery gold and copper shades to create strong, yet wearable looks
- **Double Wear Stay-in-Place Eye Pencil:** Define eyes with an intense black in **Onyx** or create a soft smudged look with **Burgundy Suede**

## LIPS

- **Pure Color Envy Sculpting Lipstick:** Choose a bold red with **Carnal** or a soft pink with Estée Lauder's best-selling, universally-flattering shade, **Rebellious Rose**

## THE LOOK

Inspired by Duro's exuberant use of pattern and texture, the collection features unique packaging and carton designs pulled from actual fabrics from Duro's previous collections that bring the essence of the collaboration to life.

The eyeshadow palettes are wrapped in soft touch paper with eye-catching combinations of patterns which juxtapose perfectly with the rich shades and textures of the eyeshadows. The lipsticks maintain the iconic Estée Lauder signature navy and gold packaging, but with an unexpected, Duro-inspired twist revealed when the cap is removed.

## **Estée Lauder x Duro Olowu Collection:**

- Pure Color Envy 8 Pan Sculpting Eyeshadow Palette – Light, € 57.93
- Pure Color Envy 8 Pan Sculpting Eyeshadow Palette – Dark, € 57.93
- Double Wear Stay-in-Place Eye Pencil in Onyx, € 30.00
- Double Wear Stay-in-Place Eye Pencil in Burgundy Suede, € 30.00
- Pure Color Envy Sculpting Lipstick in Carnal, € 37.76
- Pure Color Envy Sculpting Lipstick in Rebellious Rose, € 37.76

## *About Duro Olowu:*

Duro Olowu is a Nigerian-born, British fashion designer best known for his innovative combinations of patterns and textiles that draw inspiration from his international background. His empire waist patchwork "Duro" dress was named "Dress of the Year" by both American and *British Vogue* in 2005. That same year, Olowu won "New Designer of the Year" at the British Fashion Awards, the first designer ever to do so before their first runway show. Some of Olowu's clients include Michelle Obama, Solange Knowles, Iris Apfel, Tracee Ellis Ross, Thandie Newton and Saoirse Ronan.

The Estée Lauder x Duro Olowu Collection will be available  
for a limited time at Inno Rue Neuve and at [EsteeLauder.be](http://EsteeLauder.be)  
the 12<sup>th</sup> of August.

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