

# M O R P H E

## COSMETICS GIANT, MORPHE, TO HOST GRAND OPENING AT SOUTHPARK IN CHARLOTTE, NORTH CAROLINA - OCTOBER 5, 2019



**CHARLOTTE (October 2, 2019)** – It was announced today that powerhouse cosmetics brand, **MORPHE**, will be celebrating the Grand Opening of their new store at **SouthPark** mall (4400 Sharon Rd., Charlotte, NC 28211) **Saturday, October 5, 2019** featuring numerous prizes and giveaways. The festivities will kick off when the doors open to the public at **10 a.m.** followed by the ribbon cutting at **11 a.m.** With any \$75 purchase, Morphe fans get a dope tote and three full-size products.

Morphe is known for their full spectrum of professional quality tools and makeup, including over 300 brushes and their highly coveted palettes, as well as best-selling influencer collaborations such as the newly launched Jeffree Star eyeshadow palette, setting spray, and brush collection; and Jaclyn Hill and James Charles eyeshadow palettes. Morphe also features highly sought-after brands, such as Jeffree Star Cosmetics, Iconic London, Lunar Beauty, and House of Lashes. For more event details, see Morphe Brushes on Facebook.

“We are so thrilled to open our first store in the southeastern United States at the world class SouthPark mall!” Said Emine ErSalcuk, Vice-President Global Retail. “Our Carolina #morphebabes are so excited to finally have their very own store.”

Morphe is currently distributed in 41 retail stores throughout the United States, Canada, and the United Kingdom and will be available in 51 retail stores by the end of 2019.

Morphe is also distributed Online as well, in all ULTA stores throughout the United States, and in select Sephora stores in Canada. Keep up with Morphe on Instagram, Facebook and Twitter.

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### **About Morphe:**

Founded by brother and sister duo, Linda and Chris Tawil, Morphe has developed an ever-growing, loyal fan-following, delivering professional quality makeup and artistry tools at accessible prices. The Tawil’s recognized the power of social media in the early stages of building their company and aligned with beauty makeup artists and bloggers who consistently shared their love of Morphe products with their own growing fans and followers. With 9.8M Instagram followers, the brand continues to elevate beauty fans and influencers on its social feeds.

### **About SouthPark**

Located in the heart of the SouthPark area, SouthPark, a Simon mall, is a Charlotte landmark. Originally developed in 1970, it is the largest shopping mall between Atlanta and Washington, D.C. Anchored by Nordstrom, Belk, Dillard’s, Macy’s and Neiman Marcus, SouthPark offers stores ranging from luxury fashion such as Burberry and Louis Vuitton to casual staples such as J.Crew and Tommy Bahama. Seven full-service restaurants, a Dining Pavilion, Symphony Park and a beautiful outdoor amphitheater make the area a popular dining and entertainment destination.