

NATAN



sisley
PARIS

*Maison NATAN
reveals a SISLEY makeover
as part of an
exclusive joint operation
IN LE BON MARCHÉ RIVE GAUCHE,
in Paris.*

The Belgian fashion house Natan and the cosmetic brand Sisley will be coming together in the very heart of the Parisian department store Le Bon Marché Rive Gauche, combining their expertise and shared love for beauty and quality in a “Pop-Up” space from 12 February to 24 April 2022.

This partnership consolidates the **elegance, expertise and femininity** held dear by these two family companies, that share values passed down through generations: concern for the environment, expertise, entrepreneurial spirit, art and design.

To mark the occasion, the Belgian designer Edouard Vermeulen has created a new version of a print of his collection, inspired by Sisley’s new lipstick line: **Phyto-Rouge Shine**, available in 12 vibrant and luminous shades*.

*refillable packaging – the stick can be clicked on and off





Materials and colours as anchor point.

In the spring of 2022, art will be entering our lives stirring yearnings for freedom and optimism with colourful pleasures that are both subtle and essential.

A sense of change is expressed through either a wardrobe revamp or a fresh makeover. Harmony and elegance are reflected in the femininity of a garment or on vibrant and luscious lips ... like a radiant smile.

The two brands are pooling their talent in a vibrant dance of colours and materials, breathing life into their partnership and sparking spontaneous energy.

A clutch to seal the union...

This joint operation is celebrated in an exclusive 19.5 cm by 28 cm clutch, designed in a very beautiful technical cotton and featuring a print inspired by the lipstick shades, Sheer Petal, Sheer Blossom and Sheer Chili, to add a feminine touch and vibrant colours to our summer outfits.





The offer

For any purchase in Le Bon Marché Rive Gauche of a lipstick from the Phyto-Rouge Shine line and any Sisley mascara from a choice of 4 shades, So Intense, So Volume, So Curl or So Stretch, **customers will receive this exclusive clutch worth 385 euros** (official retail price) as a free gift.

Vice versa, customers who purchase a Natan product will receive a tailored **beauty analysis** on the Sisley stand and a free set of samples tailored to their skin type, equivalent to a one-week care routine.



An artistic showcase.

The dialogue between the beauty products and garments presented in the space will be further enhanced by selected works by artist friends of the Belgian fashion house. The Staff will wear tops designed by Natan featuring the themes and colours created for this partnership.

A meaningful partnership that reflects the present and showcases Natan and Sisley's guiding values of passion, expertise and quality.

At the end of this exclusive 3-month promotion in Le Bon Marché Rive Gauche, the campaign will continue in Maison Sisley stores in France and internationally

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