

BOBBI BROWN

BRAND TAPS WORLD REKNOWN MAKEUP ARTIST HANNAH MURRAY FOR NEWLY CREATED ROLE OF GLOBAL ARTISTIC DIRECTOR

Building on the brand's 30-year makeup artistry heritage, Bobbi Brown Cosmetics has appointed industry expert and world-renowned editorial makeup artist, **Hannah Murray** to guide the brand's artistry voice forward.

Serving as the brand's first-ever *Global Artistic Director*, Hannah will lend her expertise to help shape future product innovations, with a strong focus on trends, developing smarter, high-performance products and lead artistry direction on brand campaign shoots to infuse a more expansive and modern expression of the brand worldwide.



"Hannah Murray's aesthetic and beauty philosophy dovetails with what Bobbi Brown Cosmetics has always stood for: encouraging all women to embrace their natural beauty. The basis of all her looks for celebrities, models and real women is grounded in healthy, fresh, glowing skin. We are so thrilled to have her usher in a new era at Bobbi Brown."

- Sandra Main, *President, Bobbi Brown.*

As a devoted fan of Bobbi Brown products for years, the UK-born artist has already developed looks for previous Bobbi Brown campaigns and led Bobbi Brown supported shows at fashion weeks all over the world. A former ballet dancer and a passionate champion of individual beauty.

"I love beauty. I love enhancing someone's character and attitude but ultimately making someone feel the best version of themselves. Beauty is individual and interesting and captivating. We should celebrate who we are."

-Hannah Murray, *Global Artistic Director, Bobbi Brown*

In her role, she will continue to elevate and cultivate the brand's global roster of artistry talent, inspiring the brand's pool of over 3,500 international makeup artists across 85+ countries. She will also create snackable how-to social content and continue to lead shows at NYFW in partnership with likeminded, female-founded brands and designers, and represent the artistry voice of the brand for press and media.

Hannah's first campaign in her new role for Bobbi Brown Cosmetics will debut July 2021.



For more information, please contact your local Bobbi Brown PR team.
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