

BURBERRY

London, England

LONDON, 19 SEPTEMBER 2016



BURBERRY SEPTEMBER 2016 SHOW INSPIRES NEW BURBERRY RUNWAY MAKE-UP LOOK USING NEW RUNWAY EDIT MAKE-UP CAPSULE COLLECTION, AVAILABLE TO SHOP NOW



BURBERRY TODAY UNVEILED ITS LATEST MAKE-UP LOOK DURING ITS SEPTEMBER 2016 SHOW.



Influenced by the blurring of masculine and feminine and the antique, authentic tones seen at the show, the look was created with The Runway Edit, Burberry's make-up capsule collection, which is inspired by the show and available to shop now.

Developed by Burberry Make-up Artistic Consultant Wendy Rowe, under the creative direction of Chief Creative and Chief Executive Officer Christopher Bailey, the look features:

- Satin-textured skin defined with natural highlights and sculpting to give innocence to the face
- Eyes which are subtly defined with antique tones to create a bright-eyed look with the illusion of depth
- Pared-back lips in natural muted tones

NEW BURBERRY LIQUID LIP VELVET

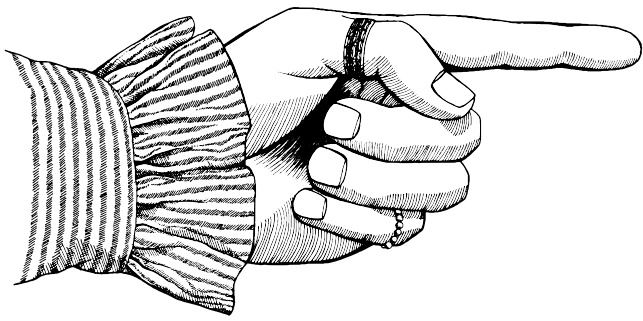
- A new matte cream colour combines rich pigment with a comforting texture to create a velvet finish
- Liquid Lip Velvet pre-launches with Fawn Rose as part of The Runway Edit

NEW BURBERRY EYE COLOUR CONTOUR SHADE

- An effortless pen designed to sculpt and smoke eyes with precision and ease
- The Runway Edit introduces Eye Colour Contour in Pale Nude

NEW BURBERRY FULL KISSES SHADE

- A lip pen that delivers long-lasting hydrating colour and defines, shapes and enhances lips in one stroke
- The Runway Edit introduces Burberry Full Kisses in Nude Beige



THE LOOK

BURBERRY FACE

Face Contour – Medium No.01; Dark No.02

Cashmere Foundation

Cashmere Concealer

Sheer Concealer

Nude Powder

Fresh Glow Highlighting Luminous Pen – Nude Radiance No.01

BURBERRY EYES

Eye Colour Contour – Pale Nude No.102; Rosewood No.112

BURBERRY LIPS

Liquid Lip Velvet – Fawn Rose No.09

Full Kisses – Nude Beige No.500

APPLICATION TIPS BY WENDY ROWE

FACE

- Sweep the Face Contour pen under the cheekbones and jaw line and along the nose to sculpt and softly define
- Apply Cashmere Foundation lightly to the face where needed to create satin-textured skin
- Followed by Cashmere Concealer where needed to hide imperfections
- Apply Fresh Glow Highlighting Luminous Pen lightly on the Cupid's bow
- Apply Nude Powder on the T-zone for a flawless satin finish

EYES

- Apply Sheer Concealer under the eyes as needed to disguise dark shadows
- Subtly define the eye by gently smudging Eye Colour Contour in either Rosewood No.112 or Pale Nude No.102 from the inner corner of the lower lash line to the middle of the lash line
- Gently smudge Fresh Glow Highlighting Luminous Pen beneath the middle of the lower lash line for an instant bright-eyed look

LIPS

- Apply just one layer of Liquid Lip Velvet in Fawn Rose No.09 or Full Kisses in Nude Beige No.500 to give lips a pared-back, natural finish in muted tones



**BURBERRY MAKE-UP IS AVAILABLE FROM BURBERRY.COM,
THE BURBERRY BEAUTY BOX, SELECTED BURBERRY STORES
AND RETAILERS WORLDWIDE.**