



## Inspired by a Mutual Awe of Nature, Aveda Announces Collaboration with 3.1 Phillip Lim for 2021 Holiday Collection

*The Aveda x 3.1 Phillip Lim collection features limited-edition gift packaging that celebrate the botanical world of beauty and purposeful spirit of giving*

**MINNEAPOLIS, MN (October 2021)**— The power and awe of nature will be in full bloom this holiday season as **Aveda announces its collaboration with global fashion brand 3.1 Phillip Lim** for its 2021 Holiday Collection. This partnership celebrates two like-minded brands bringing the botanical world of beauty to life through **special-edition gift packaging created with sustainability at heart**. Available globally beginning this autumn, each element of the Aveda x 3.1 Phillip Lim collection pulses with botanical-inspired graphics and vivid colors from nature for a joyous and unexpected expression of the holiday season.

Building on a longstanding partnership, Aveda is proud to collaborate with 3.1 Phillip Lim on this collection and further celebrate their synergistic missions of caring for the world. The resulting Aveda x 3.1 Phillip Lim Holiday Collection reflects the transformative and purposeful spirit of giving, togetherness, and the inspiring magic of nature.

“We couldn’t be happier to partner with our dear friend, the talented Phillip Lim and his team to create such a beautiful collection for the holiday season,” explained **Barbara De Laere, Global Brand President of Aveda**. “This collection embodies our joint appreciation of the gifts of nature. Nature is our muse for everything that we do: from the powerful flower and plant essences we use in our products to the creative expression of our brand and our collections.”

With a passion for sustainability at the forefront of each brand’s mission, the functionality and materials used for the Aveda x 3.1 Phillip Lim Holiday gift packaging were a top priority. The teams worked closely to ensure that the elements selected, like recycled PET and FSC-certified paper, were both high-quality and sustainability-driven to further evoke thoughtful gifting this holiday season.

“Developing this collection felt like a natural evolution of our relationship with Aveda. It is through our shared values to protect and care for the planet, that we can bring natural beauty and joy to the simple rituals in life. Mother nature thrives when given the space to move through her natural cycles; we wanted to harness that spirit into thoughtful gifting for a loved one to flourish and thrive,” added **Phillip Lim, Creative Director and Co-Founder of 3.1 Phillip Lim**.

# AVEDA

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The Aveda x 3.1 Phillip Lim collaboration special-edition gift packaging features striking prints that combine the joyful colors of the holiday season with those found in the natural world.

The **gift boxes and sleeves** in the Aveda x 3.1 Phillip Lim Holiday Collection are made with **FSC-certified, 100% recycled paper**. In addition to their use as holiday gift packaging, reuse or display the beautiful gift boxes as miniature works of botanical art by simply removing and recycling the paper sleeve.

The artwork that is featured on the limited-edition gift boxes in this collection was designed in collaboration with botanical artist, Sophie Parker, whose hand-painted works use fresh-cut botanicals as a natural canvas. Her creative approach is tuned to use the organic form of each leaf, letting the plant itself guide her brushstrokes and color choices. This ephemeral muse-as-medium holds a special preciousness during its brief existence as the artwork, which eventually naturally decomposes and returns to the soil itself. Working closely with Phillip Lim on the artwork for this collection, Parker's custom paintings were digitally transformed to create the beautiful prints found on the special-edition packaging.

## AVAILABILITY AND COST\*

The Aveda x 3.1 Phillip Lim Holiday Collection will be available in November 2021 at Aveda salons and online at [aveda.eu](http://aveda.eu).

### Premade Gift Sets

Holiday Botanical Repair™ Minis w/ Light Masque- Fine to Medium Hair	€ 56,00
Holiday Botanical Repair™ Minis w/ Rich Masque- Medium Hair to thick hair	€ 56,00
Holiday Nutriplenish - Light Moisture	€ 52,00
Nutriplenish – Deep Moisture	€ 52,00
Cherry Almond Hair & Body Softening Trio (w/n)	€ 39,00
Shampure™™ Smells Like Aveda (w/n)	€ 44,00
Hand Relief Trio 'Aveda Classics' (w/n)	€ 22,00
Feed My Lips Lip Shimmer Topper or Gloss Duo	€ 22,00
Hand Relief w/Shampure™™ Aroma 40ml	€ 9,00

## CONTACT

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*\* Actual retail prices may vary by retailer.*

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## ABOUT AVEDA

Founded in 1978 in Minneapolis, MN, Aveda creates high-performance hair, skin and body products for beauty professionals and consumers. Aveda innovates in botanical technologies, combining the principles of modern science and Ayurveda, the ancient healing art of India, to develop performance-driven hair, skin, and body products—made with pure flower and plant essences—that are created with respect for the Earth, and a comprehensive menu of ritual-based treatments for holistic beauty.

Throughout the years, Aveda has pioneered new benchmarks of environmental responsibility in beauty. It was the first company to sign the Ceres Principles in 1989—a nonprofit organization mobilizing business leadership on climate change, water scarcity and other sustainability challenges—and the first beauty company to manufacture products with 100% wind power through renewable energy credits and carbon offsets. In June 2020, Aveda unveiled a 3.6 acre, 900kW ground-mounted solar array at its primary facility, which provides up to 50% of the annual energy demand for manufacturing, with the remainder powered by wind. This array offsets more than 1,100 metric tons of CO2 annually.

Aveda was also the first beauty company to receive a Cradle to Cradle charter for its commitment to sustainable products, packaging and production. In 2013, Aveda was honored with the first Legacy Leaders Award from Cradle to Cradle for its pioneering role in environmental leadership. Aveda received the Sustainability Leadership Award in 2017 during the Sustainable Beauty Awards organized by Ecovia Intelligence for its leadership in packaging, green formulations, and sustainable ingredients, and was a finalist for the same award in 2020. Since 1999, Aveda's annual Earth Month campaign, held each April, has raised over \$67 million to support environmental projects around the world.

Aveda products are available in Aveda Experience Centers and more than 9,000 professional hair salons and spas in more than 45 countries and at [Aveda.eu](https://www.aveda.eu)