

BOBBI BROWN

**Bobbi Brown celebrates the power of female designers during NYFW
February 2020.**



This season, Bobbi Brown is proud to build on its heritage in supporting female designers and women-led brands during February's New York Fashion Week. As a brand founded by a New York-based makeup artist on the foundation of empowering women globally, Bobbi Brown is intent on strengthening the impact of female-founded brands by continuing to support female designers' shows this season.

With a total of 11 designers' shows with artistry led by a collective of female makeup artists, Bobbi Brown is thrilled to support the greater women's initiative with designers that are shifting the paradigm in the fashion industry. In partnership with Rachel Comey, Cinq a Sept, Son Jung Wan, Ulla Johnson, Zimmerman, Veronica Beard, Sally LaPointe, Gabriella Hearst, Taoray Wang, Cynthia Rowley, and Batsheva, we are excited to join the strong females who are paving the way to the future of the fashion and beauty industries, championing confidence, inclusion, and empowerment for women globally.

This season, we will continue to collaborate with the powerhouse team of our global Bobbi Brown Artists, including editorial makeup artist Cassandra Garcia, as well as industry leaders including Romy Soleimani, Jodie Boland, and Hannah Murray, as they support their female fashion counterparts at the February shows.

Makeup Artists will be working with the tried and true kit essentials including our beloved Vitamin Enriched Face Base, Skin Longwear Weightless Foundation in a wide range of skin-true shades, and a combination of our iconic lip and eye products. Artists will be introducing some new product formulas like

Crushed Oil Infused Gloss and Skin Long-Wear Fluid Powder Foundation, to bring the designers' creative visions to life for the runway.

- Vitamin Enriched Face Base: €54
- Skin Longwear Weightless Foundation: €47
- Crushed Oil Infused Gloss: €27,50
- Skin Long-Wear Fluid Powder Foundation: €37
- Luxe Shine Intense Lipstick: €37,50
- Crushed Lip Color: €28,50
- Crushed Liquid Lipstick: €26
- Eyeliner: €27,50
- No Smudge Mascara: €27,50
- Perfectly Defined Longwear Brow Pencil: €25

Available at all Bobbi Brown point of sales

Perscontact: voor meer informatie of het opvragen van beelden of samples neem contact op met Louise Maselis – lmaselis@be.esteelauder.com - +32 (0)471 67 71 25