



**ESTÉE LAUDER PARTNERS WITH MURALIST JAMES GOLDCROWN
FOR LIMITED-EDITION VALENTINE'S DAY COLLABORATION**

Love Colorfully.

AVAILABLE AS FROM JANUARY 2020

Estée Lauder is partnering with muralist James Goldcrown to launch a dynamic limited-edition packaging collaboration for Valentine's Day.



Internationally known for his Bleeding Hearts/Love Wall murals that can be seen in cities around the world, JGoldcrown takes an artistic approach to the universal language of love, with colorful spray-painted hearts that have become a social media sensation.

To celebrate love in a bold way, JGoldcrown created unique heart-themed packaging for Estée Lauder, with eye-catching hearts in shades of magenta, cyan and yellow to pop against the signature Estée Lauder navy blue. These covetable items are the perfect gifts for loved ones on Valentine's Day, making an impactful statement that expresses love in a colorful way.

The collaboration includes:

- Limited-Edition Valentine's Day Pure Color Envy Sculpting Lipstick € 39,30**
 Go for a bold, head-turning red lip this Valentine's Day with the shade Carnal. Both the lipstick case and the carton feature limited-edition heart deco, making it a must-have gift to commemorate this love moment.
- Limited-Edition Valentine's Day Eyeshadow Palette € 37,76**
 This new, 8-pan eyeshadow palette includes curated shades of matte and metallic shadows which can be easily layered to create multi-dimensional eye looks, and features limited-edition heart deco on both the palette and carton.



About James Goldcrown:

Born in West London, JGoldcrown is a self-taught artist/photographer now based in New York & LA. JGoldcrown left school when he was 17 and started working in a South London darkroom, leading him into a career as a fashion photographer. At 24, after seven years in the industry, JGoldcrown took a break and went to Africa to make the documentary "To Die No More" which highlighted the AIDS/HIV epidemic. TDNM won 2 awards and raised over £10,000 which was donated to the people featured in the film. In 2007, JGoldcrown moved to New York and re-entered the fashion world. He began incorporating mixed media into his photography influenced by his previous days as a street artist in the early 90's. In 2014 JGoldcrown started a workshop called The Shed Project which allowed people to interact in his studio space. In 2015, he had his first show at Miami Basel where his work sold out in two hours. JGoldcrown is now known internationally for his Bleeding Hearts/Lovewall murals that can be seen in the US as well as Japan, South Korea, China & Brazil.



Estée Lauder x James Goldcrown will be available as from January 2020 for a limited time exclusively at INNO Rue Neuve and on [Esteelauder.be](https://www.esteelauder.be).

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