

LA MER

LA MER SKINCARE MAKES ITS RUNWAY DEBUT IN PARIS AT THE COPERNI AW23 SHOW



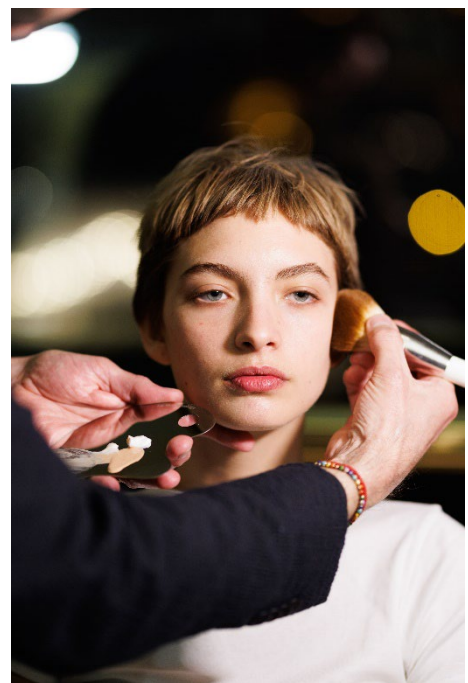
PARIS, France - La Mer ventures into Fashion Week backstage sponsorship for the first time with Parisian ready-to-wear and accessories brand Coperni. The partnership highlights the French designer duo's shared values in sustainability, innovation, and timeless beauty.

"With our AW23 Collection inspired loosely by Jean de la Fontaine's fable *The Wolf and the Lamb*, we wanted to create a positive vision of the future where humans and technology can coexist in harmony", says Coperni designers Sébastien Meyer and Arnaud Vaillant. "The beauty look with La Mer on the runway perfectly captures this vision, with its focus on natural-looking skin that evokes the natural world – the perfect complement that grounds our futuristic yet timeless designs."

THE BEAUTY LOOK

Playing off the storyline, the 'Look of La Mer' on the runway focuses on healthy skincare, with a soft glow reminiscent of the beauty and harmony of the natural world. Skin is soft, traceless, and seamless, ultimately evoking the gentle, serene setting of Jean de la Fontaine's fable.

Fara Homidi, Coperni Lead Makeup Artist describes: "The look for Coperni FW23 is a take on modern day beauty inspired by the beauty in old fables. For this updated look, we apply charcoals and browns to the eyes and fade them while also incorporating a smudgy brown lip. The natural and youthful quality of the skin is the main focus, as everyone needs to look effortless. Everyone receives perfectly invigorated and hydrated skin provided by La Mer."



LA MER



La Mer's NEW Moisturizing Soft Cream, which launched earlier in the week, immediately creates soft, supple, and bouncy skin as the perfect canvas for the natural beauty look. Co-created by Coperni Lead Makeup Artist Fara Homidi and La Mer Head of Skincare Artistry Clyde Johnson, the addition of La Mer's Hydrating Illuminator adds a touch of futuristic elegance and radiance.

"The natural soft look of La Mer complements the innocence and gentle, serene setting of the fable. Although there are dark eyes and red lips, healthy skin with an almost floating skin finish comes first before all else" says Clyde Johnson, La Mer Head of Skincare Artistry. "We achieve this through mixology at La Mer, by applying a generous amount of The NEW Moisturizing Soft Cream with two pumps of The Hydrating Illuminator, finishing with The Powder Brush so that it looks air-brushed, disappearing into the skin."

LA MER CORE PRODUCTS USED:

The NEW Moisturizing Soft Cream, The Soft Fluid Long Wear Foundation SPF 20, The Powder, The Hydrating Illuminator, The Renewal Oil, The Powder Brush.



MIXOLOGY:

The Powder, The Hydrating Illuminator, The Renewal Oil

ABOUT LA MER

La Mer is a brand that represents hope, healing and one man's deep respect for the power of the living sea. It all began over fifty years ago when Dr. Max Huber, a physicist, embarked on a healing quest after a lab accident. Twelve years and 6,000 experiments later, Miracle Broth™ – the legendary elixir – was born. Since joining The Estée Lauder Companies in 1995, La Mer has become the most coveted skin care brand in the world.

PRESS CONTACT

For more information, please contact Victoire Klaassen: victoire@mmbssy.com, +31 6 432 765 87