

## Nars and Laura Mercier novelties to take center stage at TFWA World Exhibition

By **Hibah Noor** on September, 12 2019 | Fragrances, Cosmetics, Skincare & Haircare



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Shiseido Travel Retail will showcase new make-up products and travel retail exclusive collections from its prestige beauty brands Nars and Laura Mercier at this year's TFWA World Exhibition (Stand number: Riviera Village RJ5).

Make-up has become a key driver of Shiseido Travel Retail's business, experiencing +53.5% sales growth last year. This development has helped propel the company to be the fourth-largest player in the make-up market in global travel retail.

Elisabeth Jouguelet, Vice President of Marketing and Innovation, Shiseido Travel Retail, said: "Nars and Laura Mercier are both phenomenally successful cult brands that we are proud to have in our portfolio. They have each garnered a loyal fan base who are always on the look-out for new and exclusive products when traveling. We are witnessing make-up sales contributing to a larger share of the total perfume and cosmetics category in travel retail than before, so it is essential that we continue to refresh our offer and leverage the expertise of our product development teams to stay ahead of the curve. We are confident that these latest launches will become the must-have items in travelers' make-up bags."

## **Nars relaunches Original 12 Lipstick Collection**

Nars achieved +45% growth in the first half of 2019 as compared to 2018. This year, Nars is relaunching its Original 12 Lipstick Collection in fresh, red packaging. It is also introducing the newest Jetsetter must-haves for Fall 2019, which follow in the footsteps of its successful debut in 2015.

To commemorate 25 years in the beauty industry, Nars is relaunching the original collection of 12 lipstick shades. The collection pays homage to the creative vision of legendary make-up artist, François Nars, Founder and Creative Director.

The lipstick collection includes the 12 original shades, as well as 48 shades in matte, satin and sheer finishes. The innovative, pigment-rich formula delivers instant color vibrancy and lightweight yet full coverage to the lips in one, smooth stroke, Nars said. They are longwearing and infused with passionfruit seed oil that helps improve the skin's vitality and moringa seed oil that preserves and enhances color vibrancy.

For the first time, the original 12 lipstick shades in this collection are housed in an exclusive red matte soft touch casing and embossed with the white logo.

## **2019 Traveler's Exclusive Jetsetter Collection**

Nars introduces the new, travel-exclusive jetsetter products for Fall 2019. The collection features the #Jetsetter Face Palette and Cult Classics Set that creates unlimited looks for eyes, lips and face. It also includes versatile travel companions, the Powermatte Lip Pigment Duo, Radiant Creamy Concealer Duo, Light Reflecting Loose Setting Powder Duo and Velvet Matte Lip Pencil Trio.

#Jetsetter Face Palette includes a range of six neutral eyeshadows, four best-selling Audacious Lipsticks, a golden Highlighter, cult-classic Orgasm Blush, and travel-sized Lip and Ita Kabuki Brushes all housed in one pouch.

Each set of Powermatte Lip Pigment Duos showcases two shades of Powermatte Lip Pigment, from the bold Go Light My Fire, a vivid orange-red; and Don't Stop, a red geranium; to the more neutral Slow Ride, a soft brown-pink; and American Woman, a chestnut rose.

Velvet Matte Lip Pencil Trio comprises three best-selling shades: Intriguing, a rose pink; Dragon Girl, a vivid siren-red; and Cruella, a scarlet-red. The product delivers the impact of a matte lipstick with the precision of a pencil.

The Velvet Matte Lip Pencils are formulated with emollients that provide a creamy feel for easy application, and vitamin E that ensures seamless color for hours. They also impart medium to full-coverage, leaving a long-lasting, velvety, matte finish.

Radiant Creamy Concealer Duo offers buildable, medium-to-full coverage in a radiant finish while using Light-Diffusing Technology to blur imperfections and fine lines for a softer, smoother looking complexion without masking natural coloring. The concealer is made of a crease-, sweat-, water-, and transfer-resistant formula that lasts for up to 16 hours. The product comes in Vanilla, for fair skin tones with subtle pink undertones.

Light Reflecting Loose Setting Powder Duo improves the look of skin with Nars' exclusive Light Reflecting Complex, while microfine mineral powders loaded with glycerin and vitamin E help to guard against dryness and keep skin comfortable all day.

Cult Classics Set contains necessities for a full-face touch-up, on-the-go: a full sized Vanilla Radiant

Creamy Concealer; Orgasm Blush, a peachy pink with golden shimmer; Dolce Vita Velvet Matte Lip Pencil, a dusty rose; and a travel-sized Blush Brush.

The Lipstick Collection and Traveller's Exclusive Jetsetter Collection will be introduced to Travel Retail Worldwide from September 2019.

### **Laura Mercier travel exclusives**

Building on the global success of the Tinted Moisturizer range, Laura Mercier is relaunching two of its skin-perfecting best-sellers: Tinted Moisturizer Natural Skin Perfector and Tinted Moisturizer Illuminating Natural Skin Perfector.

Laura Mercier is also launching four new Travel Retail Exclusive Make-Up Sets, which feature a curated selection of the brand's iconic products.

Both products feature a new and improved formula, as well as updated packaging that reflects Laura Mercier's new brand image. The products deliver a flawless, no-makeup look, leaving a natural finish with sheer coverage.

The formula blends skincare and make-up, containing Broad Spectrum SPF 30 UVB/UVA sunscreen and a power-blend of antioxidant vitamins C and E, to protect the skin against damaging environmental effects.

Laura Mercier Tinted Moisturizer contains a hydrating complex made up of macadamia and kukui seed oils that helps increase the skin's long-term moisture levels for 24 hours, while reducing signs of dry skin. The lightweight formula helps the skin retain moisture for long-lasting hydration. It is available in seven shades and is suitable for normal, dry and combination skin.

Laura Mercier Tinted Moisturizer Illuminating has a radiance-boosting complex that is made of French algae and liquorice extract, which improves the skin's natural radiance over time. The tinted moisturizer is infused with a blend of finely milled pearls to create an even-toned skin with a luminous and radiant finish. It is available in three shades and suitable for all skin types.

Both Tinted Moisturizer products will be available in travel retail Asia Pacific from September 2019.



Velour To Go contains three full-sized Velour Extreme Matte Lipsticks with in-built sharpeners

The first-ever travel exclusive collection from Laura Mercier features four make-up sets that consist of a selection of the brand's products.

Primed To Go includes two full-sized Foundation Primers which create a smooth, even surface for flawless make-up application. The lightweight, water-based formula provides a soft-focus optics effect to help minimize the look of pores, fine lines and imperfections. Available in Original, Oil-Free and Hydrating, Primed To Go is on-counter now in travel retail Asia Pacific.

Set To Go comprises two full-sized Translucent Loose Setting Powders and Velour Puffs. The setting powder creates a soft-focus effect that subtly blurs the look of fine lines and imperfections and helps to set and extend the wear of make-up for up to 12 hours without adding weight or texture. The set is available now in travel retail Asia Pacific and will launch in travel retail Americas from November.

Radiance To Go features two full-sized Matte Radiance Baked Highlight Powders that provide a buildable, radiant, healthy glow, to give a flawless, no-make-up look that lasts for up to eight hours. The multidimensional champagne highlight shade is suitable for Asian skin tones and is now available in travel retail Asia Pacific.

Velour To Go contains three full-sized Velour Extreme Matte Lipsticks with in-built sharpeners. Available in three vivid shades, the lipstick's intense pigment-rich colour delivers full-coverage intensity in a single stroke. Innovative mattifying powders are enriched with silky conditioners to create comfort in a matte finish, that doesn't feel drying and resists cracking. The lipstick trio is on-counter now in travel retail Asia Pacific and will roll out to the Americas from November.