



Nov 18 2011

BEAUTY CREATIVES 2011
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Beauty Creatives 2011

From the most innovative new brands to the beauty creatives who work to create visually stimulating and directional beauty styles, Stylus charts the ones to watch over the past year.

New Ambassadors

- **Clinique** has announced plans for a global push on its colour collections – first by raising awareness in the press, and then by expanding the collection with the help of New York-based celebrity make-up artist, **Jenna Menard**.
- Meanwhile, Giorgio Armani's **Frederic Letailleur** joined recently appointed international make-up artist **Lloyd Simmonds** at YSL as colour artist across the brand.
- Paris-based hairstylist **Odile Gilbert** has agreed to work exclusively with **Kerastase** for the next three seasons, while celebrity hairdresser **Jonathan Long** was announced as the new UK ambassador for **Clairol**.



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Creative Collaborations

• “The Tom Ford Colour collection was the most significant launch in 2011,” says UK department store Harvey Nichols’ beauty buyer Hannah Phillips. “After the initial success of the lip colours, this long-awaited launch gives our customer an accessible in to this prestigious brand.” The expansion of his colour collection featured 132 new pieces from the designer’s collaboration with make-up artist, **Charlotte Tilbury**.

• British make-up artists **Lisa Eldridge** and **Kay Montano** are working with **Chanel**, creating a series of tutorial videos for the Chanel Make-up Confidential website, while global creative design director **Pat McGrath** designed a new collection for **Covergirl**.

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• Other well-known names from the fashion industry lent their names to make-up lines. Launches included fashion designer **Jason Wu for CND**, stylist **Rachel Zoe for Exude**, British model **Kate Moss for Rimmel** and English fashion designer **Charlotte Ronson for Sephora**. Mexican actress **Salma Hayek** also launched her own cosmetics line, **Nuance** – exclusive to **CVS**.

• **MAC** collaborated with British artist and heiress **Daphne Guinness**, British designer **Gareth Pugh**, Muppets character **Miss Piggy** and New York-based photographer **Cindy Sherman**.





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• **Lancome** created a make-up collection with British actress **Kate Winslet**, while US reality TV siblings the **Kardashians** worked with **Nicole by OPI** and American pop star Madonna's daughter **Lourdes Leon** launched her **Material Girl** beauty line with US department store **Macy's**.



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New Ventures & Brands

• **Josh Wood** – Global creative colour ambassador for haircare brand **Wella** – opened the Josh Wood Atelier, inspired by the "loft" salons of New York. Marketed as an artistic, **members-only creative hub for hairdressers**, the space combines art exhibitions, luxurious coffees and editorially-experienced colourists and stylists.

• After the success of Bobbi Brown and MAC's skincare offerings, **Bare Minerals**, **Tom Ford** and **Edward Bess** ventured into the international skincare market, while **Benefit** created its first comprehensive range of skincare products.



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• Make-up retailer Sephora and tissue brand **Kleenex** also launched skincare products, while **YSL Beaute** announced a **skincare range**, due out in Spring 2012. Conversely, skincare brands **Liz Earle** and **Soap & Glory** launched their first colour collections, as did US nail brand **Sula**.

• **Aerin Lauder** announced plans to launch her own line of cosmetics and fragrance – **Aerin** – to be marketed by the Lauder division.

• **Jo Malone**, who sold her eponymous prestige brand in 2006, returned to the market with her new fragrance venture, **Jo Loves**, launching 40 products in total.

• **Dr Perricone** created a new range called **Super**, at a lower price point than his Perricone MD range, available in **Boots** in the UK and Sephora in the US.

• In March, American renewable oil and bioproducts company **Solazyme** launched **Algenist** – the world's first skincare line to feature algaluronic acid. As highlighted in Skincare, **beauticeuticals** is definitely a category worth watching, with **Ylume**, **Sepai**, **OSKIA** and **Nurture & Protect** all launching this year.



Ones to Watch

• **Florence White**, former assistant to British make-up artist Charlotte Tilbury, has had an outstanding year, working with London-based celebrities like **Gwyneth Paltrow**, **Rosie Huntington-Whiteley** and **Alexa Chung**. This year saw her complete her fourth season at **Yohji Yamamoto's** menswear shows, look books for Giles Deacon, and shoots for **Harpers Bazaar** and **US Vogue**. She is represented by **D&V Management**, alongside power players **Kay Montano**, **Sam Bryant** and **Alex Box**.

• **Christian Wood** – assistant to British celebrity hair stylist Sam McKnight – has also had a breakthrough year. He has collaborated with photographers such as **Nick Knight**, **Sharif Hamza** and **Max Vadukul**, and has styled for British and American *Vogue*, *Love*, *i-D*, *Another Magazine*, *Dazed & Confused*, *The Gentlewoman*, *W* and *Interview*. He's also worked with English actress **Andrea Riseborough**, American actress **Jessica Chastain**, and US singer **Solange Knowles**.



Stylus Summary

Lisa Eldridge and **Charlotte Tilbury** are key consultants on both prestige and mass make-up brands, while rising stars **Florence White** and **Christian Wood** both had a breakthrough year – ones to watch over the coming season.

In **hairstyle**, commercial brands banked on the associated **credibility** of partnerships with **respected professionals** like Odile Gilbert and Oribe.

The Tom Ford make-up line was the biggest, most talked-about launch of 2011, in collaboration with Charlotte Tilbury. A number of other fashion houses ventured into make-up as cosmetics brands invested in the allure of a fashionable name.

