

### **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.

## Nov 18 2011

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• 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 alguronic acid. As highlighted in Skincare, **beauticeuticals** is definitely a category worth watching, with **Yllume**, **Sepai**, **OSKIA** and **Nurture & Protect** all launching this year.









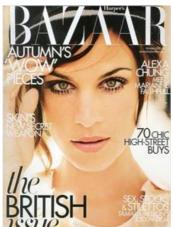


- Florence White, former assistant to British make-up artist Charlotte Tilbury, has had an outstanding year, working with London-based celebrities like Gwyneth Paltrow, Rosie Huntington-Whiteley and Alexa Chung. This year saw her complete her fourth season at Yohji Yamamoto's menswear shows, look books 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 Vadukal**, 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

The Tom Ford make-up line was the biggest, most talkedabout 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. In haircare, commercial brands banked on the associated credibility of partnerships with respected professionals like Odile Gilbert and Oribe.

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