

EVENTS/CAUSES

## Aerin Beauty combines love of beauty, art for lipstick box set

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*Gustav Klimt's Adele Bloch-Bauer I as seen on Aerin's Facebook page*

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By STAFF REPORTS

Aerin Lauder's Aerin Beauty is exploring the pillars of its brand through a collection that explores both beauty and art.

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**Luxury Daily**

Shared on social media, and written in the first person as Ms. Lauder, Aerin shared the Rose Balm lipstick collection and its box featuring artwork by Gustav Klimt. Exclusive and limited-edition collections allow a brand to explore its interests rather than be confined within seasonal expectations for a range.

Where worlds collide

For the lipstick duo boxset, Aerin posted to its World of Aerin blog platform. In it, Ms. Lauder explains that she has always found Mr. Klimt's portrait of Adele Bloch-Bauer "spellbinding."

She continues to educate a possibly unfamiliar consumer with "Adele Bloch-Bauer I" by describing the decorative gold and "lustrous background" that was inspired by Byzantine mosaics Mr. Klimt saw in Ravenna, Italy.

Coming to the Neue Galerie art museum in New York next month is an exhibition that

explores the relationship the artist had with his subjects through a series of paintings, including Adele Bloch-Bauer I, related drawings, vintage photographs, decorative arts and archival materials from the early 20th century when Mr. Klimt worked.

The exhibit will be on display April 2 through September 7.

Aerin's lipstick boxset, sold within the museum's gift shop and Web site, features the painting on the exterior packaging and includes the shades Libeling and Sequin within. The set can be purchased for \$64.



*Aerin lipstick box set for Neue Galerie museum*

To continue the museum experience, the story of how the Neue Galerie acquired the painting, through Ms. Bloch-Bauer's niece Maria Altmann, is the subject of a feature film starring actress Helen Mirren as Ms. Altmann.

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