

COMMERCE

Pat McGrath increases high-beauty's reach with product debut

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Pat McGrath Labs' Gold001

By STAFF REPORTS

British makeup artist Pat McGrath has entered the cosmetics realm, not with a luxury brand partner, but as a standalone beauty label.

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During the course of her successful career, Ms. McGrath has created countless runway beauty looks ranging from the classic and au natural to the dramatic and avant-garde. After a period of teasers, Ms. McGrath has released her first limited-edition product for the at-home makeup artist.

Stay golden

Ms. McGrath often shares her work on her Facebook page to give consumers a glimpse into the backstage world of high-fashion from a beauty chair perspective ([see story](#)). In recent weeks, Ms. McGrath has worked with the likes of Gucci, Givenchy, Prada, Versace, Miu Miu and Louis Vuitton, among others, as the fashion industry participated in various fashion weeks.

After a short period of teasers, Ms. McGrath has launched the first product under her namesake brand, Pat McGrath Labs.

Oftentimes, Ms. McGrath would join a brand, Dolce & Gabbana for instance, to promote that label's beauty offerings through tutorials that would recreate her runway looks. Now, consumers can recreate Ms. McGrath's work at home, or use her products within their own styles.



Prada spring/summer 2016 beauty by Pat McGrath

The first release is a multi-use gold pigment called Gold001, limited to 1,000 units. On Ms. McGrath's Web site, the product is described as "a multidimensional, microfine pigment that knows no limits."

Gold001, priced at \$40, is meant to allow the user to "break the rules and be inventive" by being used as an eyeshadow, to electrify brows and lips or as a cheek highlighter. A short text section explains the application process while a 10-second video serves as a visualization.

Also, for Prada's spring/summer 2016 runway presentation during Milan Fashion Week, the models sported a metallic gold lip similar to that achievable by using Gold001.

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