

FRAGRANCE AND PERSONAL CARE

Pat McGrath's couture-inspired kits spur high-beauty accessibility

August 5, 2016



Packaging for Pat McGrath Labs' Lust 004

By STAFF REPORTS

British makeup artist Pat McGrath is further achieving cult status among beauty fanatics with her latest lipstick launch.

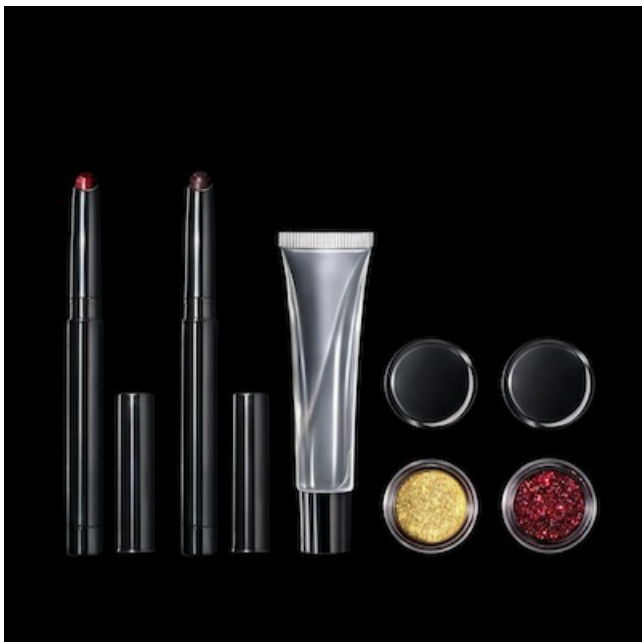
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Going up against the likes of Kylie Jenner Lip Kits, Ms. McGrath's latest product drop Lust 004 is a pigmented, matte lipstick with a fine glitter topcoat. Ms. McGrath, currently Procter & Gamble's creative design director, is best known for her original and avant-garde runway and fashion spread beauty looks, working with brands such as Versace, Miu Miu, Givenchy and W magazine.

Lusting for glitter

Ms. McGrath launched her Pat McGrath Labs line, sans brand partner, in October 2015 ([see story](#)) and the products have instantly become cult classics, quickly selling out.

Pat McGrath Labs' Lust 004 is the brand's entrance into the popular lipstick category.

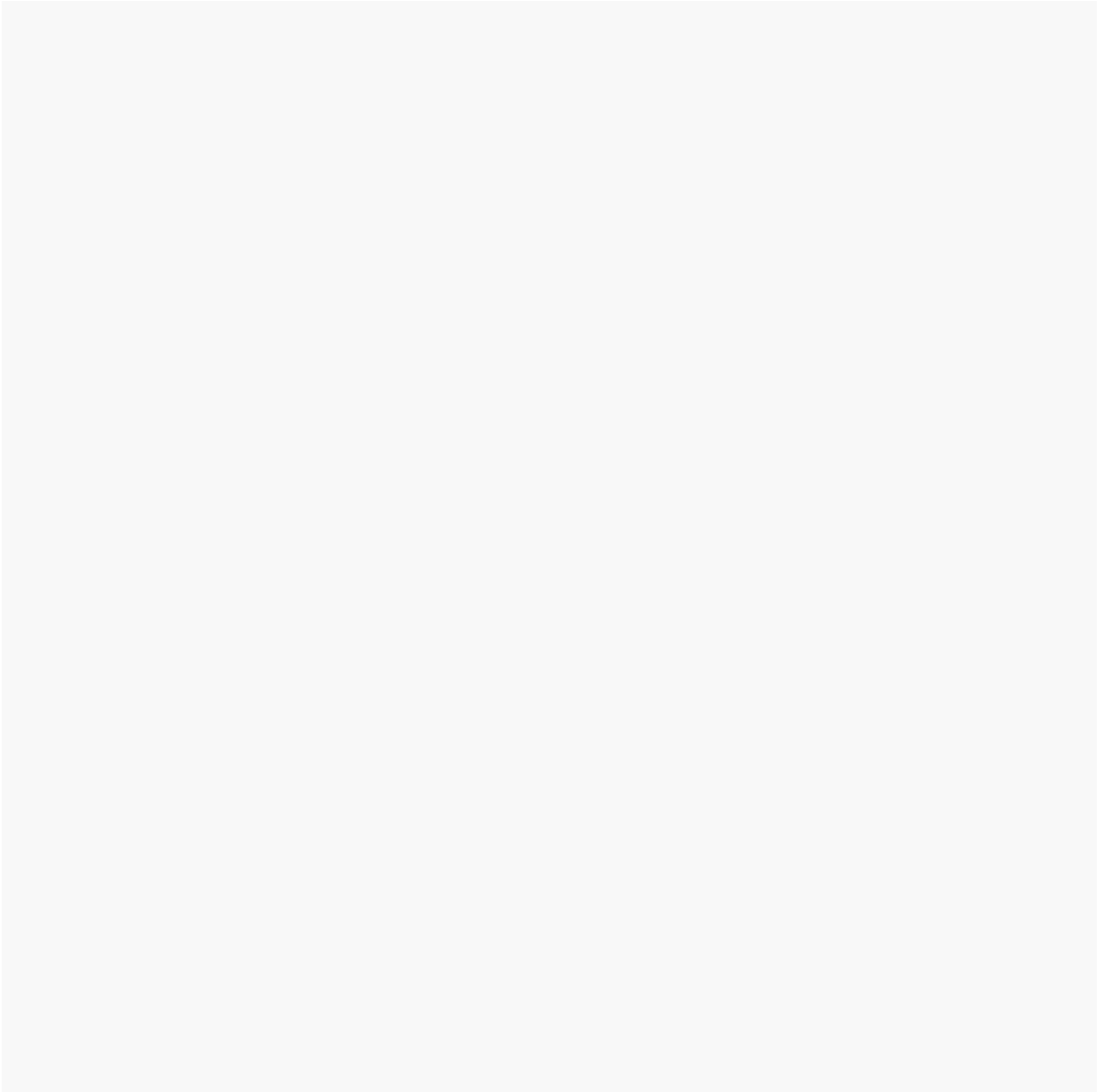


Pat McGrath Labs' Lust 004

Keeping consumers' interest in customizable products, the sets include five products, all of which can be mixed and matched to create various colors and looks.

Each Lust 004 kit includes two matte lipsticks, available in nude, red, purple and deep red, a high-shine gloss, gold pigment and a pot of ultra-fine glitter dust.

Ms. McGrath drew inspiration from her work with Versace for its couture show in July, which featured a glittery lip.



NATIONAL LIPSTICK DAY ??? The DIVINE @hannegabysee serving a POWER POUT with @lineisymontero backstage at @versace_official SOMETHING IS COMING from Pat McGrath Labs... #patmcgrathlabs004 #makeupbypatmcgrath #nationallipstickday

A photo posted by Pat McGrath (@patmcgrathreal) on Jul 29, 2016 at 9:13am PDT

Lust 004 kits retail exclusively at LVMH-owned Sephora and on Ms. McGrath's ecommerce site for \$60. If a consumer does feel comfortable with gold and glitter, each of the six matte lipsticks can be purchased separately for \$25.

Pat McGrath Labs is also offering a bundle of all three kits for \$150.

As with the latest three releases, Lust 004 will be made in limited quantities. The 25,000 units go on sale on Aug. 30 on Ms. McGrath's Web site, and on Sept. 8 Sephora will host an in-store event at 10 select stores and on Sephora.com.

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