

FRAGRANCE AND PERSONAL CARE

Christian Louboutin eyes category growth in new beauty offering

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Christian Louboutin Beaut nail polish and lipsticks

By STAFF REPORTS

French footwear label Christian Louboutin is lashing out to include a fourth category at its beauty counters.

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Since the 2014 debut of Christian Louboutin nail polishes, the footwear designer has introduced a new beauty category on a yearly basis. Christian Louboutin followed its cosmetic entrance with a lipstick range in 2015, which now counts four formulas and a wide variety of color options, and a trio of fragrances last year ([see story](#)).

On the heels of beauty

After conquering the color cosmetics category with "vanity candy," as Allure magazine refers to the line, Christian Louboutin Beaut is extending its beauty offerings to include eye makeup.

The four-product line will include mascara, liquid and pencil eyeliners and eyebrow pencils.

Christian Louboutin Beaut's Lash Amplifying Lacquer mascara, Luminous Ink Eyeliner and Oeil Velours Velvet Eye Definer pencils will come in basic black and brown as well as bold colors.

According to WWD, the Luminous Ink Eyeliner comes in the footwear brand's signature red while the same shade of teal from a pair of existing shoes and a nail polish has been created in eyeliner pencil form.

As for the mascara, the formula is referred to as "lacquer" due to its luminous qualities on par with the "shine of patent leather."



Image courtesy of Christian Louboutin Beaut

The collection does not yet feature eyeshadow palettes, but the brand has confirmed that doing so is an "obvious route" to be unveiled "at some point."

Designed in packaging that evokes a jewelry box, similar to Christian Louboutin Beaut lipsticks, the four product lines will hit stores March 23. Christian Louboutin plans for limited distribution with only about 40 points of sale globally.

Similar to the \$50 stiletto-capped nail polishes and \$90 bauble-styled lipsticks, Christian Louboutin's eye makeup will run consumers \$70 for its mascara and \$40 for both eyeliner styles as well as the eyebrow pencils. Equally as pricy, full-size Christian Louboutin's fragrances retail for \$275 each.

Christian Louboutin Beaut is a joint-venture between Batallure Beauty and Christian Louboutin SA. Batallure Beauty is a co-owner of the cosmetics range.

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