

FRAGRANCE AND PERSONAL CARE

## Burberry gets back to beauty basics with "effortless" collection

March 27, 2017



*Iris Law for Burberry's The Essentials campaign*

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By STAFF REPORTS

British fashion house Burberry is assisting consumers in the quest for a fresh face through a new streamlined collection.

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The Essentials, debuting March 27, is premiering with a campaign featuring beauty ambassador Iris Law, marking the model's second effort for the label. With bare-faced photos of celebrities and influencers trending on Instagram, Burberry's latest speaks to consumers who desire a less obvious makeup look that plays up their natural features.

Glow getter

Burberry's collection focuses on priming, contouring and highlighting. In a tutorial video, Burberry makeup artistic consultant Wendy Rowe guides a group of models through the steps to a glowing face.

As the models participate in the execution, it communicates the ease of application.

*How To Use "The Essentials" Make-up Tutorial with Wendy Rowe | Burberry Beauty*

"Burberry is known for its signature nudes and natural, glowing skin," Ms. Rowe said in a brand statement. "The Essentials is an edit of must-have products that everyone can use to effortlessly enhance their features and achieve a flawless Burberry glow.

"It includes new Fresh Glow Highlighter and the new, innovative Lip Color Contour Pen, as well as existing Burberry Fresh Glow favorites. The Essentials are ideal for creating subtle highlights and contours on the face and are super easy to use for everybody, at any age."

Marking the easygoing positioning of the products, Ms. Law was captured in a series of laid back shots. In the campaign, the model is pictured wearing cream colored garments such as a sweater or button down while lying on an ivory couch.



*Iris Law for Burberry's The Essentials*

Sixteen-year-old Ms. Law is the daughter of actors Jude Law and Sadie Frost and counts Burberry as her first-ever advertising campaign. A new generation of A-List progeny is on the rise, with many celebrity children making names for themselves through high-profile modeling contracts ([see story](#)).

The essentials will retail on Burberry's ecommerce site, the brand's Beauty Box stores and select Burberry boutiques and retailers globally.

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