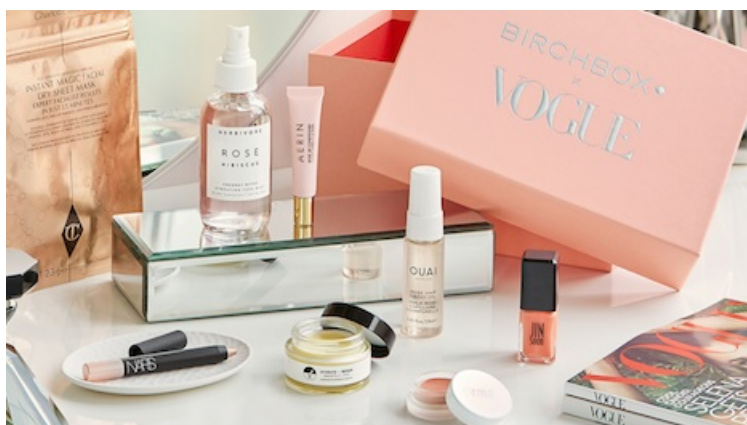


FRAGRANCE AND PERSONAL CARE

Vogue beauty director picks "petal-perfect products" for limited-edition Birchbox

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Birchbox x Vogue, a limited-edition box for the magazine's 125th anniversary

By STAFF REPORTS

Cond Nast-owned fashion publication Vogue is the latest brand collaborator to align with beauty subscription service Birchbox.

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Birchbox, a monthly membership club, sends consumers an average of five trial-sized samples of innovative and talked-about skincare, cosmetics and fragrances. Birchbox offers consumers the chance to try merchandise at home before committing to a purchase, disrupting traditional selling points for personal care products.

A peachy keen selection

Vogue magazine, dubbed the "Fashion Bible," is celebrating its 125th year in print. Given the occasion, Vogue turned to Birchbox to create a limited-edition assortment box.

The edit of beauty products included in the box was inspired by Vogue's work with horticulturists to create and cultivate the **Vogue Rose**. The magazine's namesake rose, available this summer, is peach in color and has notes of citrus, licorice and vanilla.

Drawing off the properties of the Vogue Rose, the magazine's beauty director Celia Ellenberg hand-selected "petal-perfect products" to be included in the limited-edition Birchbox.



The Vogue Rose; image by Eric Boman and courtesy of Vogue magazine

The \$68 box, which is outside of the monthly selections sent to members, contains eight full-size products worth a value of \$224.

Ms. Ellenberg selected products that include rose as an ingredient as well as items in the Vogue Rose shade. For example, the box includes a NARS lip pencil, RMS Beauty Lip2Cheek and Jin Soon nail polish in Vogue Rose peach.

The limited-edition box also includes goods from Herbivore Botanicals, Charlotte Tilbury, Ouai, Earth Tu Face and Aerin.

Birchbox x Vogue comes with a one year subscription offer for the magazine.

Also this week, Birchbox introduced Este Lauder-branded products to its bevy of Este Lauder Cos. offerings, as the beauty flagship looks to capture the attention of younger consumers ([see story](#)).