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Moschino's "bear-faced" beauty line to launch at Sephora

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Moschino teamed with Sephora on its debut beauty line. Image credit: Moschino

By STAFF REPORTS

Italian fashion label Moschino will launch its first color cosmetics collection with beauty retailer Sephora in August.

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The seven-piece limited-edition collection was developed by Moschino and Sephora and will include makeup and a set of brushes. Known for its comical and tongue-in-cheek designs, which include, but are not limited to, Super Mario Brothers, Barbie, McDonalds and Spongebob Squarepants, Moschino opted to package its debut makeup line in the shape of teddy bears.

Toyin' around at the beauty counter

In 2014, Moschino introduced its Toy fragrance, which is sold in a bottle embedded within an actual teddy bear.

The stuffed animal bottle holster wears a T-shirt that reads, "This is not a Moschino toy." The spray top of Toy is accessible by lifting off the teddy bear's head.

At the time of launch, Toy sold out online within a day, likely due to the unique bottle and packaging of the scent ([see story](#)).

Now, teddy is being repurposed as packaging for Moschino's beauty collaboration with Sephora.



Moschino + Sephora highlighter duo. Image credit: Moschino

"When thinking about the collaboration, I wanted to capture the iconograph of Moschino, and there could be no more perfect of an ambassador to do that than our Teddy Toy," said Jeremy Scott, creative director of Moschino, in a statement.

Moschino's seven-piece set includes a highlighter duo in a teddy bear face-shaped compact, a Teddy Toy eyeshadow palette with 21 shades and a 24-karat gold necklace with a Teddy Toy pendant that can fit one of six included lip glosses in its head for safe keeping.

The Moschino + Sephora collection also includes a mini shopping tote-shaped eyeshadow palette and a set of three Teddy Toy makeup brushes.



Teddy Toy gold brushes in the Moschino + Sephora collection. Image credit: Moschino

On sale from August, the Moschino + Sephora limited-edition collection's prices range from \$23 to \$68.

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