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## Pat McGrath Labs ushers in new line and Spotify innovation

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*Pat McGrath Labs launches new collection with Maggie Lindemann*

By BRIELLE JAEKEL

British makeup artist and beauty label Pat McGrath Labs is ushering in a new era of retail, which combines music and products for a highly tailored purchasing experience through innovation.

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The music-streaming platform is crossing a major line into retail, which will allow users to purchase products related to an artist of interest without having to leave the application. The new line of Pat McGrath Labs will be touted through a partnership with music artist Maggie Lindemann, in both marketing and retail.

"This launch is important because the greatest art is centered around identity," said Edward Aten, founder & CEO - of Merchbar. "As a fan of any artist, when you choose to wear their product, you're showing the world your adoration for their work.

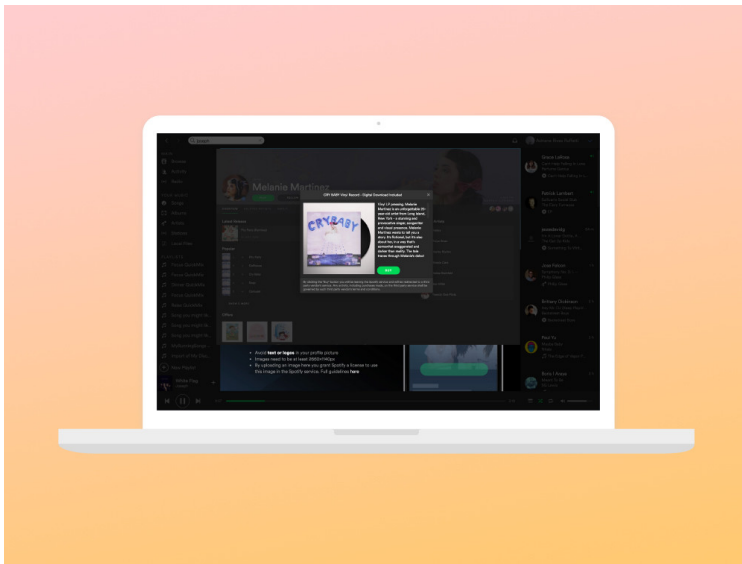
"Being able to partner with an iconic beauty brand like **Pat McGrath Labs** and an influential artist like Maggie Lindemann allows us to take this type of artist affinity to the next level with fans everywhere and also allows Merchbar and Spotify to enable new opportunities for artists to connect with their fans," he said.

### Music and marketing

Spotify is now taking a step towards commerce that will provide listeners a way to purchase products related to whatever artist the user is listening to.

Pat McGrath Labs will be the first brand to usher in Spotify's new commerce initiative. Users listening to Ms. Lindemann will have the opportunity to purchase items from the new line, which was created in partnership with the music artist.

The Merchbar will pop up on Spotify with merchandise and tour tickets for that particular artist. However, for the Merchbar launch, Ms. Lindemann will feature the new beauty collab line from Pat McGrath Labs.



*Image courtesy of Merchbar.*

A popup will appear within the screen and users can click on to browse or purchase, without having to leave Spotify. The process works with the platform Merchbar, which integrates directly into Spotify.

Ms. Lindemann stars in a new video for Pat McGrath that showcases the line of makeup.

#### Beauty and innovation

The beauty industry is known for its innovative nature in retail, with brands often looking for interactive and immersive ways to sell products in ways that benefit fans and consumers.

For instance, cosmetics and personal care group Shiseido Americas invested in its sector's future use of artificial intelligence through a technology firm acquisition.

Shiseido Americas, a subsidiary of the Tokyo-based Shiseido Company, has acquired Giaran, who develops artificial intelligence platforms to heighten consumer experience and personalize beauty purchasing. The terms of Shiseido's Giaran purchase were not disclosed, but reflect the beauty sector's embrace of digital technologies as selling tools ([see more](#)).

Also, Hearst-owned Marie Claire magazine headed to New York's SoHo neighborhood to bring discovering the next big thing in fashion, personal care and technology from its pages to the physical realm.

Marie Claire's first-ever "The Next Big Thing" concept shop opened on Sept. 23 and offered consumers a new way to shop, powered by Mastercard technology and other innovative touch points that are revolutionizing the retail sector. The concept shop, in addition to selling innovative products, demonstrated how in-store retail is becoming smarter thanks to advances in digital technologies that mirror the online experience ([see more](#)).

"Merchbar and Spotify have created an entirely new channel for artists to connect with their super fans," Mr. Aten said. "Being able to target those ultra-engaged fans, means artists can create totally unique product experiences, specifically like this one.

"This partnership is redefining what 'merch' can mean and opens up a world of possibilities for artists, fans, and brands," he said.

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