

FRAGRANCE AND PERSONAL CARE

La Prairie preps for foundation launch with makeup artist ambassadors

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La Prairie has chosen three complexion artists. Image courtesy of La Prairie

By STAFF REPORTS

Swiss skincare label La Prairie has tapped a trio of makeup artists to help it launch its new foundation.

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Skin Caviar Essence-in-Foundation is the first compact foundation with caviar water infused. Reflecting its skincare focus, La Prairie is debuting its makeup with tips and tricks that center on perfecting skin before applying cosmetics.

Makeup mavens

La Prairie has chosen three complexion artist ambassadors who will each represent a region of the globe from North America, Europe and Asia.

Los Angeles-based Mai Quynh has a client roster that includes Scarlett Johansson, Chloe Moretz and Daisy Ridley. In addition to red carpet makeup looks, she has also done editorial work and advertising campaigns.

Georgina Graham has worked on shoots for *Vogue Paris* and *British Vogue*. The London-based makeup artist brings an avant-garde approach to beauty.

La Prairie has also named Hong Kong-based Alvin Goh as one of its ambassadors. Mr. Goh has worked with celebrities including Uma Thurman, Emma Watson and Tilda Swinton. In addition to being a makeup artist, Mr. Goh is a creative director and fashion stylist.



La Prairie is focusing on skincare for its foundation launch. Image credit: La Prairie

All three of these artists are known for their ability to make skin appear flawless. For La Prairie, they will develop complexion perfecting application techniques for its Skin Caviar Essence-in-Foundation that begin with skincare.

"We are very excited about this unique collaboration that we feel conveys our belief that complexion perfection is an art," said Greg Prodromides, chief marketing officer at La Prairie Group, in a statement.

"In fusing caviar science with colour artistry, La Prairie continues to break the codes of luxury skincare," he said.

"And with their varied expertise and regional specialties, these talented complexion artists are the ideal spokespeople to communicate the idea that perfect skin leads to a perfect complexion."

In addition to engaging consumers around foundation, La Prairie recently reimagined the counter experience with a store redesign.

La Prairie has launched its new store concept at Paris department store Galeries Lafayette on Boulevard Haussmann. The beauty counter experience has evolved recently due in part to online tutorials and ecommerce, which have given brands the opportunity to adapt to shifts in consumer behavior ([see story](#)).

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