

FRAGRANCE AND PERSONAL CARE

Lancôme teams with Proenza Schouler for makeup line

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Jack McCollough and Lazaro Hernandez of Proenza Schouler. Image courtesy of Lancôme

By STAFF REPORTS

Beauty marketer Lancôme has tapped Proenza Schouler's Jack McCollough and Lazaro Hernandez as its latest design collaborators.

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After teaming with talents including Alber Elbaz and Anthony Vaccarello, Lancôme is giving the Proenza Schouler designers "carte blanche," allowing them to put their touch on a limited-edition line. Slated to hit stores this July, the fall collection will reflect the label's modern, painterly approach to fashion.

"Borne by the radical approach of Jack McCollough and Lazaro Hernandez, Proenza Schouler fashion is the manifesto of a strong, free femininity," said Françoise Lehmann, general manager of Lancôme International, in a statement. "The idea of 'empowerment' is at the heart of their values, just as it has always been at the heart of the Lancôme philosophy."

Designer beauty

The Proenza Schouler line for Lancôme will be sold at the brand's points of sale.

"Lancôme has always represented the epitome of luxury beauty products, so it is like a dream come true to be able to collaborate with such an iconic and historic brand," said Mr. McCollough and Mr. Hernandez, in a statement.

While this is the brand's first time partnering with Lancôme, the designers have previously dipped their toes into beauty.

Proenza Schouler previously worked with MAC cosmetics on a limited-edition branded collection that included nail polish, lipstick, blush and eye pencils.

The brand also signed a licensing agreement with L'Oreal Group in 2015. The first fragrance from the partnership, Arizona, was released earlier this year exclusively at Saks Fifth Avenue.

Embedded Video: <https://www.youtube.com/embed/fLuMLHgudac>

Proenza Schouler Arizona campaign

Lancôme has enlisted Anthony Vaccarello, then Versus Versace's creative director, to create an exclusive beauty collection.

The more than 80-year-old brand has collaborated with the fashion world for capsule collections as well as runway beauty looks. Although many brands have entered the beauty space, partnering with an established cosmetics maker instills trust in the product's quality ([see story](#)).

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