

FRAGRANCE AND PERSONAL CARE

## Marc Jacobs takes on leopard print in limited edition

December 26, 2018



Marc Jacobs' limited edition collection. Image credit: Marc Jacobs

By STAFF REPORTS

U.S. fashion label Marc Jacobs is sharing a new collection for its beauty division, appealing to leopard print lovers.

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Available on Marc Jacobs Beauty's Web site and Sephora, Marc Jacobs has launched its line in time for the frenzy of post-holiday shoppers. As many retailers host sales and customers come to stores to cash in their gift cards, Marc Jacobs has released its Leopard Frost Collection.

Limited edition

Compiled of eye and lip colors, Marc Jacobs' new collection features its products in leopard print packaging.

Launching with early access today, the collection is available for customers on a first-come, first-serve basis.

"A rich, creamy lipstick that redefines luxury with indulgent color and a metallic frost finish while providing 10 hours of wear," says the brand of its Le Marc Frost Lip Crme line, packaged in leopard print. The lip line is priced at \$30 each, featuring five different shades.

Introducing Leopard Frost Collection. Icy finishes. High impact pigment. Guilty pleasure.

[#MarcJacobsBeauty](#)

Now available online globally at <https://t.co/fVdTTCdhUw> and [@sephora](#).  
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MARC JACOBS BEAUTY (@MarcBeauty) [December 26, 2018](#)

The Eye-Conic Multi-Finish Eyeshadow Palette is also featured in a leopard print casing, with a long and skinny shape including seven colors with varying finishes.

"Seven high-impact shades with a mix of icy finishes and creamy mattes are sure to get you spotted," Marc Jacobs

describes the eye color.

The fashion label recently tapped a new personality to front its beauty label for 2019, prior to its limited edition launch.

Supermodel Irina Shayk will be the new face of Marc Jacobs Beauty for a Russian campaign. The campaign kicks off on Jan. 14 at Sephora in Moscow with in-store content and animation ([see story](#)).

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