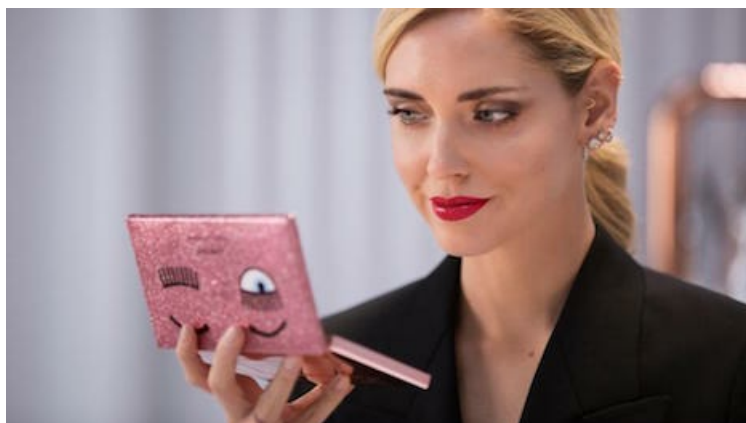


FRAGRANCE AND PERSONAL CARE

Lancme touts The Blonde Salad's first ever makeup collaboration

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Chiara Ferragni designs new palette for Lancme. Image credit: Lancme

By STAFF REPORTS

L'Oreal-owned beauty brand Lancme is launching the first-ever beauty collaboration for powerful influencer Chiara Ferragni.

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Known as the founder of The Blonde Salad, Ms. Ferragni is working with Lancme to launch her own collaborative makeup line including eye shadow, lipstick, mascara and more. Exclusively available at Nordstrom, Lancme is funneling Ms. Ferragni's influencer clout into product sales.

Collaboration

The Lancme x Chiara Ferragni Collection is comprised of special packaging for a liquid lipstick, a shine lipstick, a mascara and palette that includes four lipsticks, four eye shadows, three highlighters, one lip gloss and one blush. The new palette, named the Flirting Palette, is the only new product out of the collection.

Established popular products fill out the collaboration, but with special packaging designed by Ms. Ferragni.

Lancme is hoping to funnel Ms. Ferragni's personal style into makeup looks for consumers. In addition to the palette, The Blonde Salad creator also worked with the brand for a makeup tutorial video.

In the film, Ms. Ferragni acts as the canvas for a makeup artist to show viewers how to create an overall look.

Lancme collaborates with Chiara Ferragni

It is no surprise that Lancme chose Ms. Ferragni for a partnership, as many luxury brands rush to include her in branding endeavors.

Dior and Prada were among many luxury labels getting enhanced attention for their role in the celebrity influencer's wedding.

The Blonde Salad founder got married to rapper Fedez, birth name Federico Leonardo Lucia, last Sept. 1 in an affair that Launchmetrics found created \$36 million in media impact value. Dior drove 15 percent of the total MIV, with \$5.2 million in earned media ([see story](#)).

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