

FRAGRANCE AND PERSONAL CARE

Lancme sponsors date night for Makeup.com fan

July 18, 2019



Lancme sponsors Makeup.com contest. Image credit: Lancme

By STAFF REPORTS

Luxury beauty brand Lancme is catering to couples and Makeup.com fans, gaining consumer interest insights along the way.

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Makeup.com is hosting a giveaway sponsored by Lancme and the city Baxter of California for a date-night package. The contest winner will receive a variety of Lancme products.

Makeup and date night

Monsieur Big Heart-Shaped Eyeshadow Palette, Cils Booster XL Enhancing Lash Primer, Monsieur Big Mascara, Artliner Eyeliner, Le Monochromatique Blush and L'Absolu Rouge Lipstick are a few of the products Lancme is gifting to the winner.

Participants must enter their information on a microsite on Makeup.com, which has been promoted by Lancme itself. Along with personal info, users select from a series of makeup options that best describe their habits.

Enter for a chance to win our NEW Monsieur Big Heart Palette! With 12 matte & shimmer shades, this palette is perfect for every day to night look you create. <https://t.co/IWj05DtXjV>

Lancme USA (@LancomeUSA) July 17, 2019

Entrants can choose from declaring that they are a makeup minimalist using three daily products, a loyalist that keeps to the same five products or a maximalist with too many products to count.

In addition to the Lancme products, the winner will receive a \$100 gift card to dinner.

Daily Fortifying Shampoo and Conditioner, Exfoliating Body Bar, Daily Face Wash, Facial Scrub, Clay Mask AHA, Under Eye Complex, Beard Line-Up Shave Gel, Hard Cream Pomade and Clay Pomade are the products provided from Baxter of California for him.

In another partnership, the L'Oreal-owned beauty brand launched the first-ever beauty collaboration for powerful influencer Chiara Ferragni.

Known as the founder of The Blonde Salad, Ms. Ferragni worked 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 ([see story](#)).

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