



## Prada's Big Push

Hot on the heels of its biggest fragrance launch to date, Prada is introducing makeup and skin care. For an exclusive first look at what licensee L'Oréal has created for the Milan-based powerhouse, see pages 6 and 7. *PLUS: How hip-hop has influenced beauty over the last 50 years and Shoppers Drug Mart's Gwennaëlle Varnier on the path to prestige.*

PHOTOGRAPH BY GEORGE CHINSEE



# Prada Beauty Is Launching Makeup and Skin Care

Lynsey Alexander and Inès Alpha are the brand's global creative makeup artist and e-makeup artist, respectively. BY JENNIFER WEIL

**PARIS** — The designer beauty wars are heating up.

The newest entrant: Prada, whose vision of beauty will infuse two new product categories — makeup and skin care — starting on Aug. 1.

“What does beauty mean today? This question was at the core of our work with L’Oréal,” Miuccia Prada and Raf Simons, co-creative directors of Prada, jointly said, referring to the brand’s beauty licensee. “Abandoning all the clichés of the past, we believe that beauty

today is the representation of one’s personality, freedom and self-confidence.

“The idea of ‘care’ was also crucial, as a gesture and as a need, for one’s well-being,” they continued. “The important results that research has achieved in this field has allowed us to work on real and effective products.”

Cyril Chapuy, president of L’Oréal Luxe, Prada Beauty’s licensee, deems the further beauty incursion to be an important step for the Milan-based brand.

“After the spectacular launch of Prada Paradoxe in 2022 that reinstated the brand’s leadership in feminine fragrances, the Skin and Color launch opens a new chapter that will propel the brand to new heights,” he said, describing the collection as representing “contemporary luxury beauty at its best: superior quality, groundbreaking tech innovation and no compromise on sustainability.”

After L’Oréal acquired the Prada Beauty license on Jan. 1, 2021,

it swiftly rebooted the existing fragrance portfolio and launched scents such as Luna Rossa Ocean and Prada Paradoxe, which became the top women’s perfume launch last year in the U.S.

“That’s why now we feel it’s the perfect time for the brand to widen our global point of view and vision on beauty,” said Yann Andrea, international general manager of Prada Beauty.

The launch of makeup and skin care will take place first on prada-beauty.com and prada.com, on Aug. 1. Then the tight rollout will include Harrods and Selfridges in London on Aug. 18. Douglas in Munich, Frankfurt and Dusseldorf, Germany, and Rinascente in Rome will start carrying the products in October. Prices will range from 45 euros for a lipstick to 80 euros for an eye shadow and 360 euros for a cream.

The U.S. brick-and-mortar launch is planned for January.

Prada Beauty products will be carried in very selective brick-and-mortar distribution — mainly high-end department stores, shopping malls, speciality stores and perfumeries, as well as travel-retail locations.

L’Oréal executives would not discuss sales projections, but industry sources estimate that in three years, Prada skin care and makeup might generate 25 to 30 percent of the brand’s total beauty business. That could mean about 250 million euros in annual retail sales.

“Prada Beauty is an iconic signature,” Chapuy said. “The brand fits with L’Oréal Luxe’s very diverse and complimentary portfolio of 23 luxury beauty brands.”

L’Oréal Luxe keeps bolstering its designer makeup offer, with Prada color cosmetics coming two years after the launch Valentino makeup. Some other fashion beauty brands in the Luxe portfolio, such as Giorgio Armani and Yves Saint Laurent, are already three-axis.

Skin care — including sun care — and makeup were the largest product categories at L’Oréal, generating 40.1 percent and 20.2 percent, respectively, of overall group sales of 38.26 billion euros in 2022.

Also last year, the Luxe division was the group’s largest sales-maker, ringing up 38.3 percent of the total.

“As one of the most captivating couture brands in the world, Prada Beauty has a unique ability to resonate with the younger generation,” Chapuy continued, explaining it “has an exceptional growth potential to excel in all luxury beauty categories and soon join the very selective club of L’Oréal Luxe billionaire brands.”

For Prada, the overarching objective was to rethink beauty. “This was our approach, vision and ambition,” Andrea said.

It all began at the brand’s roots, with the Prada Beauty team →

working closely with the Prada designers and their creative team. “We had the privilege to get the access to 27,000 prints and fabrics just to create the perfect synergy between fashion and beauty,” Andrea said. “Our beauty philosophy was to first get the most sophisticated skin. Then, you can add a touch of color eccentricity.

“We wanted to rethink the way of developing product and of collaborating with makeup artists,” he said.

So Prada Beauty opted to tap two artists: Lynsey Alexander for real-life makeup and Inès Marzat — aka Inès Alpha — for makeup in the virtual world. They work closely together, as well as with Prada and Simons.

“Prada loves to create dialogues,” Andrea said of the brand. “This really allowed us to open new perspectives on colors, textures and finishes.”

“Three years ago, the L’Oréal team came to me with pretty much a blank canvas of an idea for a brand,” said Alexander, Prada Beauty’s global creative makeup artist. “Obviously, we have the heritage and all the incredible archive to look at from Mrs. Prada, but from a beauty perspective, the slate was clean.”

This was new for Alexander. She’d been asked to rebrand, reformulate and inject youthfulness into color cosmetics brands before — but never to start anything entirely from scratch. “It was quite a daunting task, really,” she said. “It began with me by going deep into Prada land.”

Starting three years ago during pandemic-related lockdowns, Alexander dove deep into those archives. “Everything was sent to me in terms of Saffiano leather textures, nylon swatches of fabric, archive prints,” she said. “I basically turned my house into a sort of Prada catalogue.”

Swatches and samples were everywhere. Alexander took in runway imagery, too. She reminded herself: “I’m creating a makeup line here for a really cool, amazing brand with such heritage and history, but I have to make something that is desirable. I want to make something that is beautiful.”

Alexander had a constant dialogue with herself, asking questions like: “Do I desire it? Do I want to wear it? Would I put it on the runway? Would Mrs. Prada wear it?”

“Because you can go so off-piste with makeup when you have no real framework,” she continued. “There’s no limits to where you can take it.”

No compromises were made on the sustainable, cruelty-free formulas as the backs-and-forths were ongoing with Alpha, the designers and the L’Oréal labs, which would swiftly road-test products. Inclusivity was top of mind.

“Every single palette, every single lipstick color I feel super proud of because it’s been vetted through the

toughest of audiences,” Alexander said.

She believes less is more makeup-wise, so eschewed eye shadow compacts with five or six colors. “It’s too many. We don’t wear makeup like that anymore,” Alexander said. “This is not the ‘80s.”

Instead, six four-color palettes were created.

“We’ve gone for hyper extremes,” said Alexander, referring to the strongest hyper matte color to the most metallic foil. “We’ve used the most incredible hybrid formula, and it basically feels like a wet cream, but it has the performance and the payoff of a powder. There’s absolutely no fall-out. Mrs. Prada hates glitter, which is music to my ears. So everything metallic and shiny has a grown-up, luxe quality.

“The concept was three neutral harmonies with one striking unexpected twist — sort of disruption of color,” Alexander added. “That’s what gives it the Prada edge.”

The makeup colors were inspired by Prada prints, including remarkable pairings of colors, such as aubergine and orange, to an elegant effect. “I wanted to take that philosophy and fit it into the makeup,” Alexander said. “It had to be really considered and thought out.”

She has also been appointed the official makeup artist for Prada fashion and will create the look for its womenswear show in Milan, for the first time on Sept. 21.

The makeup was created to be performant for real women. The first lipsticks developed were red, pink and beige, then secondary colors and off-key hues were added. “We were all in agreement that we should just be doing matte lipsticks,” said Alexander, referring to the texture favored by the house since its first show in 1988. “Basically, we did the same as we did with the eye shadows — soft matte lipsticks and hyper-matte lipsticks.”

There are 13 of each. The hyper matte’s outer packaging has a gold-colored band around the middle, while the soft matte’s is silver-hued. “For the packaging, our idea was to reconcile high sophistication and essentiality,” Andrea said.

The lipsticks use three pure pigments, rather than the up to 12 traditionally, for a strong, long-lasting payoff in one stroke. The weightless products are also infused with caring ingredients.

A transparent matte lip balm comes in the Prada signature green and can be used as a primer.

“Prada is obsessed with tech and beauty — this idea of tech being a big involvement in where we’re going, what we’re looking toward,” Alexander said. “Part of my journey was working with a digital makeup artist.”

That was Alpha, the global creative e-makeup artist, with whom



Alexander collaborated. They would start with the same brief, decipher it then chat over Zoom to compare what they’d created.

“It was really inspiring,” Alexander said.

An orange that Alpha made digitally might spring to life in the real world or vice versa, whereby a physical prototype could be translated digitally into the 3D virtual world.

“It was a real dialogue of everyone being the master of their field, but then pushing it into unknown territory and basically ending up with something completely unique that we definitely didn’t plan on starting at that point,” Alexander said. “Inès works with pixels, and I work with pigments.”

For the e-makeup artist, focusing on physical color cosmetics was a newfangled manner of creation, too. Alpha called the position at Prada Beauty her “dream job,” bridging two worlds. She views the virtual color cosmetics as continuing and augmenting the physical makeup.

“It was also a dream to work with Prada, which is a brand that I’ve been fascinated with since I was a child,” she said. “When we started collaborating, they asked me: ‘How can you work on the pixels so our labs can get inspiration from what you do to create textures or colors?’”

So Alpha, who also mined the brand’s archives, proposed they work with various digital avatars on which she’d recreate physical makeup looks. “That’s super complicated,” she said, adding: “I had never worked that intricately on colors before.”

Alpha explained it’s impossible to recreate with the same intensity with pigments the colors appearing on a screen. “The goal for my work was to go beyond those constraints,” she said. “The AR looks that I created as face filters — everyone will be able to try them on,” continued Alpha, explaining those are like AR try-ons supplemented with a third layer of 3D makeup.

The conversations between Alpha and Alexander spilled over to foundation, which has soft-filter technology and comes in 33 colors developed with the help of artificial intelligence. “It was a human-and-

tech approach when it comes to the shade creation,” said Andrea, calling the range inclusive.

“The product itself is very flexible. One shade can stretch over to a couple of skin tones,” Alexander said.

Foundation formulas include IRL(In-Real-Life)-micro-filter technology to optimize light diffusion.

“It basically creates this IRL filter on the face,” she said.

Rather than be about hiding or concealing imperfections, it’s meant to reveal skin perfection. “The name is Prada Reveal — it’s not about masking. Over time, it improves your skin’s quality. Everything’s about care and comfort,” Alexander said.

“We wanted to create a very strong connection between skin care and foundation,” Andrea added.

Prada had launched skin care once before, in September 2000. Under another licensee, the brand dove into beauty with unidose products. Tinted lip balms came next, but the range was discontinued.

The new skin care line, which includes Prada Augmented Skin The Cream, The Serum and The Cleanser & Makeup Remove, is not about correcting faults, as traditional treatments are, but takes a more positive approach.

“It’s about adaptation, which is the new performance,” Andrea said.

Prada skin care uses Adapto.gn Smart Technology, comprised of rare breeds of 15 plants dating back more than 400 million years.

“They have the power to increase or body’s resistance to any form of aggressions,” said Andrea, adding the tech helps skin adapt to its environment in real time.

In the L’Oréal Retail Lab, located in the Paris suburb of Clichy, Andrea walked through an in-store Prada Beauty prototype.

It came in the brand’s legendary green and displayed fragrance, skin care and foundation, and lip and eye makeup. The Prada triangle hung from the ceiling and padded walls connoted its Re-Nylon textures.

“It was our ambition to develop a global beauty brand and this house of Prada Beauty,” Andrea said.

That dream is swiftly becoming reality. ■



## PLEINS FARDS

PRADA DÉCLINE SES MATIÈRES ET COULEURS ICONIQUES DANS DES FARDS ET SOINS EN PACKS RECHARGEABLES, POUR UN RÉSULTAT COUTURE TOUT EN MODERNITÉ.

VERT ANIS OU BLEU CYAN CÔTOIENT DES ROUGES MATS - JAMAIS BRILLANTS, SELON LE SOUHAI DE MIUCCIA. IRRÉSISTIBLE : LE BAUME LÈVRES HYDRATANT INCOLORE.

CHEZ CHANEL, C'EST UN ÉCRIN DE ROUGE À LÈVRES TOUT EN VERRE QUI NOUS A TAPÉ DANS L'ŒIL, AVEC SON EFFET MIROIR INSPIRÉ PAR L'ESCALIER MYTHIQUE DU 31, RUE CAMBON.

Fards à Paupières Prada Dimensions, 80 €, 65 € la recharge, et baume à Lèvres Universal, Prada, 45 €.

31 Le Rouge, Chanel, 165 €, 75 € la recharge. Réalisation Lauriane Seignier. Photographe Arno Cauchois.

# Prada Beauty is finally here and we have an inside look

Rumours have swirled around Prada Beauty for months. Now that it has finally dropped, we talk to the brand's global creative make-up artist Lynsey Alexander about what sets this beauty brand apart from the rest

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(Image credit: Prada)

BY [MARY CLEARY](#)

PUBLISHED 18 HOURS AGO

The possibility of a Prada Beauty line has been whispered about for months, if not years, and now it is finally here. So what's it like? Well, true to form, the Italian fashion house has taken an idiosyncratic approach to beauty, with a makeup line designed by two so-called 'phygital' (physical and digital) brand makeup artists and a skincare line formulated with technology to help skin adapt to our radically changing environment.



(Image credit: Prada)

‘It’s about an act of rebellion within make-up,’ global creative make-up artist Lynsey Alexander tells me as we sit inside the brand’s mint-coloured London showroom. Spread out before us are the entire contents of the line: foundations and skincare packaged in sleek gold and silver columns, lipsticks with triangle-tipped applicators ranging from vermillion red to muddy nude, eyeshadow quads with shocking shades like canary yellow and Barney purple.

On first glance, it is the colours that grab you the most and which turn out to be the most distinctly Prada element of the collection. ‘There’s a juxtaposition of ugly and beautiful, coming together to create something quite extraordinary,’ Alexander explains. The eyeshadow palettes each contain three colours ‘like your school uniform,’ says Alexander, ‘they are neutrals that you can wear every day and then there is one unexpected, disruptive colour for a shocking twist.’ It is, in essence, Miuccia Prada’s defining ‘ugly/chic’ ethos – to take classically beautiful elements and subvert them with something classically ugly – distilled into beauty.



(Image credit: Prada )

Then there are the lipsticks (and one mint-coloured lip balm) all of which are matte. It is a bold, and perhaps unprecedented, choice for a beauty brand, but one which Alexander asserts is grounded in practicality (‘makeup artists and customers want a lipstick that stays on’). There is a slight variation, however, in that shades are available in either a ‘hyper-matte’ or a more subtle ‘soft matte’ format. They are also made using only three pigments (most lipsticks have about twelve) in order to achieve maximum vibrancy.

## **IRL and URL make-up**

Yet, it is Prada Beauty’s digital influence that really sets it apart from other beauty brands on the market. Alexander has developed the make-up in collaboration with digital make-up artist Ines Alpha. According to the brand they are the first to create a beauty line that ‘bridges the IRL and URL dimensions’. But how?



(Image credit: Prada)

‘Ines’ job was to create a kind of Prada avatar in all different skin tones,’ explains Alexander. ‘Then we would road test colours on them. I would be working with pigments and she would be working with pixels, and through her pixelation she would create something that I hadn’t seen before, that maybe didn’t exist.’

‘Then my job would be to try and translate that into something tangible that the labs could create. So we ended up with these soft matte lipsticks that have a white undertone which makes it look like a white light is shining through them, and all the hyper mattes have a black undertone, so that it’s a much deeper, stronger pigment. In that way, it sort of mimics the way a computer works with its cyan, magenta and yellow tones.’





(Image credit: Prada )

## **Prada skincare**

The skincare collection consists of a serum and cream that uses the brand's signature 'Adapto.gn Smart Technology' to help skin adapt to our environment, which is changing faster than our skin can otherwise keep up with. The 'Smart Technology' is made from a family of 15 rare plants that have existed for over 400 million years, withstanding extreme conditions across geological ages. It is then combined with active ingredients like proxylane, hyaluronic acid, vitamin C, ceramides and adaptogens to refresh and reinforce the skin barrier.

All in all, Prada Beauty is as untraditional as its fashion counterpart and a collection that will satisfy Prada fans for its cerebral, yet wearable, approach to beauty.

*Prada Beauty launches at Harrods 1 August, 2023.*

[prada.com](https://www.prada.com)



## Luxury beauty battle heats up with Prada as newest entrant

The Italian brand is launching makeup and skincare via a licensing partnership with L'Oréal. The move comes amid robust growth in the beauty sector and helps to cement Prada's position in the mega-brand league.

BY KATI CHITRAKORN

July 31, 2023

Prada is venturing further into the competitive beauty space with the launch of makeup and skincare, and has tapped makeup artists Lynsey Alexander and Ines Alpha as its new ambassadors.

Launching on 1 August, Prada's beauty range includes lipsticks, lip balm, eyeshadows, foundations, day and night creams, serum, cleanser and makeup remover — most of which are refillable. The brand is also introducing multi-use beauty tools such as brushes and sponges for complexion, lips and blending, shaping and defining the eyes. Prices range from £37 for a lip balm to £315 for a face and eye serum.

The products will be sold via Prada's main e-commerce site, as well as a dedicated Prada Beauty site, followed by a rollout at selected retail partners including Harrods and Selfridges. A physical Prada Beauty store in the US is also in the works for early 2024. The category expansion is being driven by L'Oréal, which has held the fragrance and beauty licence for Prada since January 2021 (prior, it was licensed to Puig, which launched Prada's first perfume in 2004).



Photo: Courtesy of Prada

Beauty is heating up as more luxury brands see an opportunity to tap into the lucrative business. Investment bank Morgan Stanley points to consistent growth in the global market over the last 22 years, except in 2020, when pandemic lockdowns materially impacted consumers' need

and, in some cases, ability to procure product. Looking ahead, mid-single-digit growth is expected.

Competition is stiff. Prada is up against longtime players Chanel, Dior, YSL Beauty and Armani, and more recent entrants to beauty such as Hermès, Valentino (also licensed by L'Oréal), Gucci (Coty), Dries Van Noten and Paco Rabanne (both Puig). More launches are expected: Balmain has linked up with Estée Lauder to launch beauty in 2024, under creative director Olivier Rousteing. There “is not a lot of white space in an incredibly crowded market”, says Erwan Rambourg, HSBC's global head of consumer and retail research. Still, he is optimistic about Prada’s chance of success, thanks to its “super strong brand equity” and “the good work from L'Oréal”.

Prada Beauty is designed to offer a “full skincare to complexion routine”, according to a statement from the brand. The focus is less on correction and more on protecting and enhancing. Its skincare was created to help skin adapt during environment changes, while the versatility of its colour cosmetics offers “maximal expression with minimal effort”, Prada said. Lipsticks are curated into four colour families — brown, red, pink and orange — that are drawn from founder Miuccia Prada’s “ugly-chic” vision and inspiration.



Photo: Courtesy of Prada

The brand’s “inimitable design principles” set it apart, says David Legrand, lifestyle director at Selfridges. Sustainability also plays a key part in the appeal, he adds. “Refill is at the heart of [Prada Beauty] across skincare, eyeshadow palettes, lips and foundation. This focus on a behavioural shift for both brands and customers aligns with Selfridges’s commitments.” While refillable beauty has faced challenges, many brands are betting on the long-term uptake of refillables to reduce packaging waste and build loyalty.

The price points for Prada’s beauty offering are high, suggesting that the company is targeting the top end of the consumer pyramid — a shift away from many luxury peers that built profitable beauty businesses by targeting the mid-market consumer, and offering an accessible entry point into their brands. The ultra-premium category is where Cyril Chapuy, president of L’Oréal’s Luxe division (under which Prada sits), sees an opportunity. “Super-premium luxury has developed strongly in the last five years, both in skincare and fragrances. It’s at the beginning of it in makeup also,” he told Vogue Business last month.

Over the 12 months, L'Oréal has been rebooting the Italian luxury house's perfume portfolio, introducing scents such as Prada Paradoxe, with Emma Watson directing — a first for the actor — and starring in its campaign. During Prada's earnings call last Thursday, analysts asked how the relationship with L'Oréal was progressing. Prada Group chief executive Andrea Guerra said he was “extremely happy” and the extension into beauty marked “another milestone”.

To introduce the new ranges, Prada is working with ambassadors London-based Alexander, who has collaborated with brands including Loewe, Fendi and Lanvin, and Paris-based 3D artist Alpha, known for creating beauty looks using 3D software and augmented reality. The two artists also play a part in colour development. A marketing rollout will include a campaign by director and photographer Tim Elkäim, photographer Benoît Delhomme and 3D studio Tomorrow Bureau.



Photo: Courtesy of Prada

Technology is a key component for Prada Beauty. Developed in collaboration with L'Oréal's research and innovation centre, the brand is introducing a skin diagnosis device designed to conduct advanced analysis of consumers' skin, and reveal current conditions as well as potential areas for improvements (Prada did not reveal where the service would be made available). It is also launching a virtual makeup try-on service for eye and lip cosmetics. Luxury brands that come to market with innovative beauty offerings have a first mover advantage, says Rambourg.

Prada's makeup and skincare launch comes off the back of stellar first-half 2023 financial results that brings it closer to its mid-term sales target of €4.5 billion, more firmly establishing it in the select mega-brand club and putting it in a healthy position to expand. Rambourg identifies many strategic changes at Prada over the past four years, including new management, product design consistency, and a focus on growth through full-price sales and retail execution aimed at driving sales density, which is now starting to bear fruit.

The commercial value of a brand is core to its ability to expand, says Rambourg. "If your brand equity is strong, there's no limit to what you can do."

# VMAGAZINE

## PRADA IS “RETHINKING BEAUTY” WITH LAUNCH OF PRADA BEAUTY LINE

The luxury label steps onto the beauty scene with first ever makeup and skincare collection

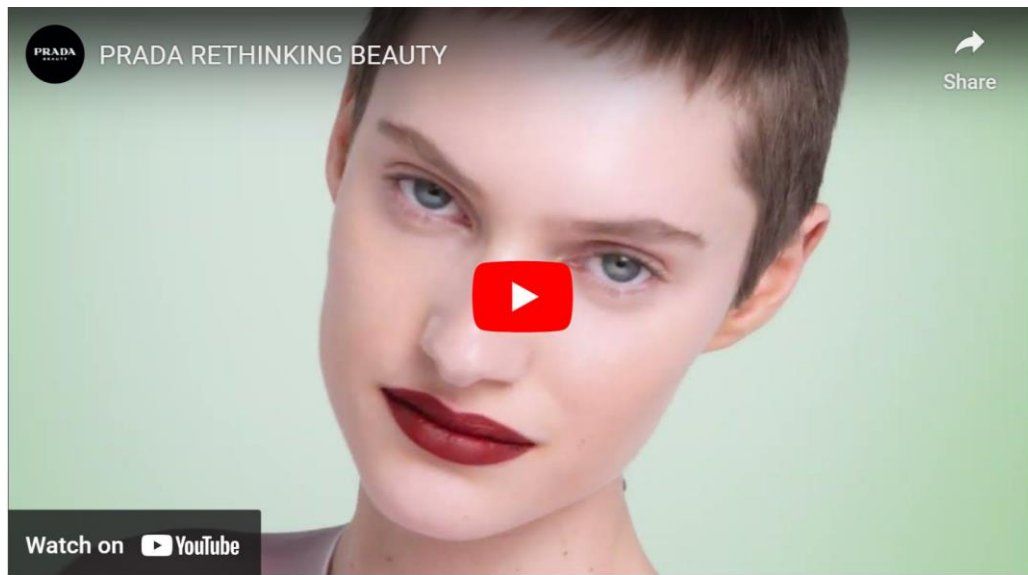
Text by Lova McKnight





**Text:**

When it comes to innovation, Prada is no rookie. With over a century’s worth of industry-defining design under its belt, the legendary Italian brand reimagines itself once again with the synchronous launch of Prada Skin and Prada Color. The brand-new skincare and makeup lines, which seek to infuse the current landscape of beauty with a sense of open-mindedness and possibility, debut in the stunning “Rethinking Beauty” campaign shot by photographer Tim Elkaim.



In line with the new collections’ mission to reframe beauty as a tool to reinvent and embrace your truest self, the Augmented Skin line takes a simplistic approach by channeling adaptive skin technology to tap into the skin’s natural resilience and regenerative abilities. The Prada Color line brings a touch of maximalism to the release and honors the brand’s heritage with vibrant shades and textures inspired by Prada’s vision.



Courtesy of Prada



Courtesy of Prada

Together, the Skin and Color lines become an elegant, skillful act of balancing the brand’s illustrious past with a playful, versatile vision of the future. This optimistic vision, one that dives head-first into cyberspace and embraces technology as a new frontier, shines through in the digital wonderland of the ‘Rethinking Beauty’ campaign.



Courtesy of Prada

Grounded in the classic Prada Green and Prada Triangle, the campaign creates a futuristic yet familiar backdrop for the new collection by merging well-known Prada motifs with ultramodern patterns of light and coding to symbolize the brand’s commitment to detail and technological innovation in every product.



Courtesy of Prada

Launching worldwide on August 1<sup>st</sup>, 2023, the Rethinking Beauty campaign is an experimental, spirited ode to uninhibited creativity, encouraging customers to welcome the future without losing touch with the past.

CR



BY DANA PERELBERG

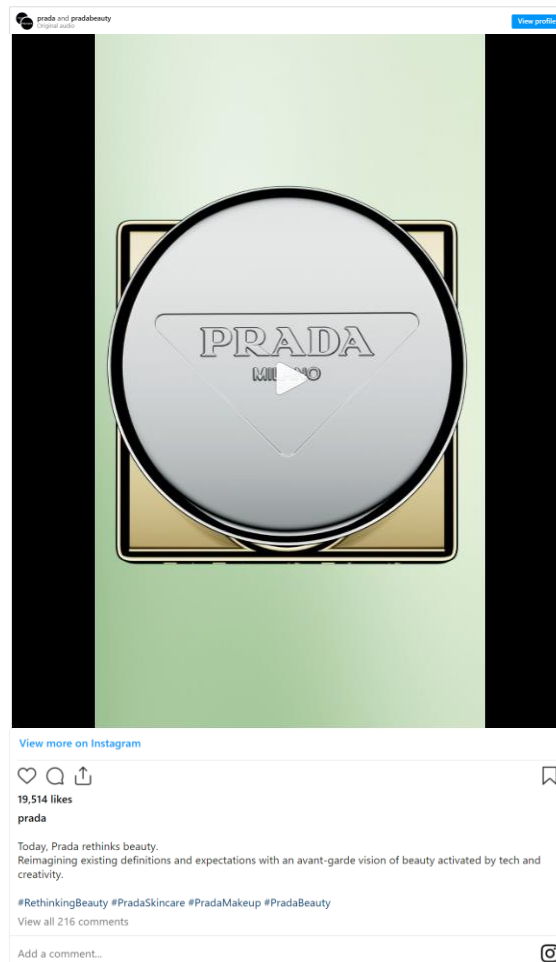
**Text:**

In 2022, Prada released the Paradoxe Eau De Parfum, a delicate floral fragrance that would quickly cement itself as a house signature and go on to win the Fragrance of the Year award. Prada has always been a key figure in the fragrance industry, debuting their first perfume in 1990. Now, following the success of the new iconic fragrance, Prada is making its way into uncharted territory. The house is entering the world of beauty with the launch of a makeup and skincare collection dubbed “Rethinking Beauty.”

CRFashionBook.com – PRADA ENTERS THE BEAUTY  
WORLD WITH DEBUT OF NEW MAKEUP AND SKINCARE  
COLLECTION

<https://crfashionbook.com/prada-enters-the-beauty-world-with-debut-of-new-makeup-and-skincare-collection/>

Date: July 31, 2023  
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The new collection puts a spin on the typical beauty line with the help of artificial intelligence, featuring six eyeshadow quads, a foundation with a range of 30 shades, and a lipstick which have all been developed using the technology. Makeup artist Lynsey Alexander is at the head of this development, acting as the house’s Global Creative Makeup Artist alongside Inés Marzat, the collection’s “e-artist.”



The anticipation for a new collection began with the creation of the Prada Beauty Instagram page last summer. The account mainly focused on the house’s fragrance lines but recently began promoting its new makeup and skincare collection, promising a new twist on beauty.

The upcoming collection isn’t Prada’s first beauty industry endeavor. In 2000, the house dove into the beauty world with the launch of a new makeup line. However, the line was quickly discontinued. Since then, Prada has focused solely on the fragrance industry with the “Rethinking Beauty” collection being the house’s first venture back into the world of beauty.



Courtesy of Getty Images

Many of our favorite designers have created groundbreaking beauty collections and we predict that Prada is no different. With the launch of the “Rethinking Beauty” collection just around the corner, we can’t wait to see the house’s innovative take on beauty.

*The “Rethinking Beauty” Collection will be available at [prada-beauty.com](http://prada-beauty.com) on August 1.*



# VOGUE

## BEAUTY

### The *Vogue* Verdict on Prada's Sleek New Beauty Line

BY HANNAH COATES



Courtesy of Prada Beauty

*All products featured on Vogue are independently selected by our editors. However, when you buy something through our retail links, we may earn an affiliate commission.*

Not satisfied with conquering the fashion and fine jewelry worlds, Miuccia Prada has set her stylish sights on the world of cosmetics. Prada Beauty, which launched today, offers a selection of color products—think next-level lipsticks, eyeshadows, and foundation—and four skincare formulas for your best face yet.



Courtesy of Prada Beauty

Drawing upon the Italian fashion house’s rich archive of 27,000 different textiles and patterns, the brand’s global creative make-up artist, Lynsey Alexander, worked with Miuccia and her team to create products that “bring a touch of eccentricity to a sophisticated complexion”. “I went deep into the archives for inspiration because I had the most incredible access to all these prints,” says Alexander. “All the leathers and nylon textures—the back catalog is never ending.”

The eyeshadow palettes bring to (even an untrained) mind the fabrics of Prada shows from days gone by. Comprising four different shades of eyeshadow (“three neutral shades, and a twist”) in a selection of pigmented textures that glide onto skin, there is a palette for every inclination. Plus, it doesn’t hurt that they’re housed in Prada-embossed palettes that would be worth the money even if they arrived empty.

**WATCH**

**Breakfast At Ritz, Couture Fittings with Debra Shaw, and A Champagne Toast—  
A Day in the Life of Thom Browne**

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Courtesy of Prada Beauty

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The lipsticks are another triumph; there are 26 dreamy matte shades to choose from and no detail has been overlooked. Alongside the refillable chunky silver and gold packaging (drool), the bullet itself is the shape of the brand's famous logo triangle (making application precise and easy) and imprinted with the grainy texture that recalls the brand's Saffiano leather. Details like these matter; while not everyone can afford a Prada nylon backpack, they may still enjoy a piece of the Prada pie via its beautiful lipsticks (\$50), which feature hallmarks of the wider collection.



Courtesy of Prada Beauty

And lest we forget: the foundation. Another exciting and refillable part of the collection, it comes in 33 stretchable shades and offers a lightweight, glowy base. “The whole idea is about enhancing, celebrating, and empowering, rather than masking and covering,” explains Alexander. “Revealing your true beauty. It mimics the skin, doesn’t feel too heavy, and can be built up for more coverage.” The perfect partner to one of the punchy matte lipsticks, it’s the definition of Prada’s understated-but-interesting aesthetic in a beauty look—and it’s a yes from us.



Prada Beauty Rewind Skin Optimizing Foundation

257  
HARRODS



Prada Beauty Dimensions Durable Multi-Effect Eyeshadow Palette

276  
HARRODS



Prada Beauty Prada Monochrome Hyper Matte Lipstick

243  
HARRODS



Prada Beauty Prada Monochrome Soft Matte Lipstick

243  
HARRODS



Prada Beauty Augmented Skin Cleanser

599  
HARRODS



Prada Beauty Balm Lip Oil Optimizing Care

543  
HARRODS



Prada Beauty Augmented Skin Serum

5367  
HARRODS

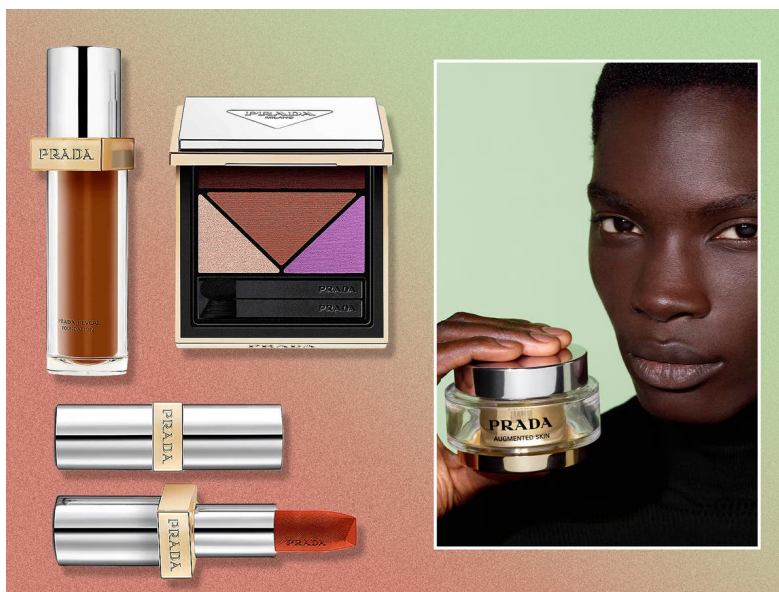


Prada Beauty Augmented Skin Face Cream

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## Prada Beauty has launched in the UK – and we want everything



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Prada has long been an established and popular name in the world of fashion, with many even enjoying a spritz or two of its fragrances. But now, the luxury fashion house has launched its own beauty range – and naturally everyone's gone a bit nuts over it.

The brand is known for its classic designs, with the occasional pop of colour and splash of eccentricity, and fans of Prada will be glad to see these values embedded in the new range of makeup and skincare.

Appealing to both loyal Prada-wearers and those new to the fashion house, the delve into Prada Beauty features two collections: Prada Skin and Prada Color.

The much-anticipated beauty range launched on August 1 2023, with L'Oréal – which acquired Prada's fragrance licence back in 2019 – taking charge of product development. Prices vary from £29.50 for a lipstick up to an eye-watering £315 for a face serum.

If you're as excited about this new collection as we are, but aren't quite sure what items to add to your shopping basket, read on below for a lowdown of our favourite products.

**Read more: [The Body Shop just released its own makeup range and we're obsessed](#)**

Prada Beauty dimensions durable multi-effect eyeshadow palette: £65, [Harrods.com](#) (Harrods)

Perfect to put in your pocket for every occasion, the highly-pigmented formula of this eyeshadow palette features a hybrid creamy powder texture to make blending and layering stress-free. We love how eye-catching the art-deco style of this palette is, pairing three neutral shades with one bolder one – with the finishes including soft matte,



satin, hyper matte and meta foil.

**Buy now**

**Prada** Beauty dimensions durable multi-effect eyeshadow palette refill: £52, Harrods.com (Harrods)

It's always good to have a spare colourway and backup palette, should one sadly break or just get used up quicker than anticipated! And now you can save some money when it's time to restock by purchasing this refill. The gorgeous red theme is inspired by the brand's most famous motif and features four shades (including neutrals and vibrant colours) and two applicators. Simply add this to your original palette box.

**Buy now**

**Prada** Beauty reveal skin optimising refillable foundation: £49, Selfridges.com (Selfridges)

This skin optimising foundation from **Prada** Beauty is another product we have our eye on. Just one pump of foundation is said to be needed for light-medium coverage (a suggested two pumps for medium-full), and it's suitable for all skin types. Added benefits include vitamin E to improve skin tone and niacinamide to enhance the skin's natural radiance and hydration. Plus, it comes with 33 shades available so most skin tones should be well catered for.

**Buy now**

**Prada** Beauty augmented skin refillable face serum: £315, Selfridges.com (Selfridges)

This face serum from **Prada** Beauty is the priciest product in the range, but if you're looking to invest in a high-quality serum, this could be the one for you. Suitable for all skin types, the serum aims to smooth skin, reduce the appearance of wrinkles and minimise pores by using a built-in "adapto.gn" smart technology which uses a combination of natural ingredients and derm actives such as bifida ferment lysate and centaurea cyanus flower water to hydrate the skin and protect it against pollution.

**Buy now**

**Prada** Beauty monochrome hyper matte lipstick: £29.50, Harrods.com (Harrods)

Available in a range of timeless shades, this lipstick is one of our favourite items from the launch. Formulated with a black base and only three additional pigments, as well as containing bifidus extract and jojoba oil to ensure a smooth application and nourishing finish, this lippy is sure to take your pout from just fine to fab! Doubling up as a blush, you can also dab this lipstick on your cheeks – we love a versatile product.

**Buy now**

(Selfridges)

Why not really elevate your makeup (and makeup bag) with this **Prada** Beauty powder sculpter brush? Used for targeted or all-over application, it's suitable for all skin types and the perfect tool to help you perfectly apply your makeup. A luxe buy but sometimes it's nice to treat yourself.

**Buy now**

(Harrods)

Who doesn't love an indulgent cleanser? Well, this one not only clears your face of dirt from the day just gone but also removes makeup. It's made up of a 99 per cent





biodegradable formula, and it's good for your skin and for the planet, too. Cleansing your face and protecting it against environmental stressors, the formula aims to refine texture, deliver a soft and smooth feel to the skin, as well as brightening it. We're sold!

**Buy now**

Voucher codes

If you're looking for deals across makeup and skincare brands, try the links below:

**Keen to get your hands on the latest beauty launches? Check out the Charlotte Tilbury x Disney 100 makeup collection**





**Prada lanza su nueva línea de belleza: este es nuestro veredicto**

Desde barras de labios hasta paletas de sombras de ojos, se nos cae la baba.

**POR HANNAH COATES**

2 de agosto de 2023

No contenta con conquistar el mundo de la moda y la alta joyería, **Miuccia Prada** ha puesto el punto de mira en el mundo de la cosmética. **Prada Beauty** se lanzará a finales de este mes y ofrecerá una selección de productos de color -**lápices de labios, sombras de ojos y bases de maquillaje**- y cuatro fórmulas para el cuidado de la piel, para que luzcamos nuestra mejor cara.



La maquilladora creativa global de la marca, **Lynsey Alexander**, ha trabajado con Miuccia y su equipo para crear productos que "aporten un toque de excentricidad a un rostro sofisticado", **basándose en el rico archivo de 27.000 tejidos y estampados diferentes de la casa de moda italiana**. "Busqué inspiración en los archivos porque tenía un acceso increíble a todos estos estampados", explica Alexander. "Estudiamos todas las pieles y texturas de nailon: el catálogo es interminable".

Las **paletas de sombras de ojos** traen a la mente (incluso a un inexperto) los tejidos de los desfiles de Prada de antaño. Con cuatro tonos diferentes de sombras de ojos ("**tres tonos neutros y uno con un twist**") en una selección de texturas pigmentadas que se deslizan sobre la piel, hay una paleta para cada declinación cromática. Además, no está de más que se presenten en paletas con el logotipo de Prada, que valdrían lo que cuestan aunque llegaran vacías.



Las **barras de labios** son otro triunfo; **hay 26 tonos mate** de ensueño entre los que elegir y no se ha pasado por alto ningún detalle. Además del **envase rellenable** plateado y dorado (se nos cae la baba), la propia pastilla tiene la forma del famoso triángulo con el logotipo de la marca (que hace que la aplicación sea precisa y fácil) y está impresa **con la textura granulada que recuerda a la piel saffiano de la marca**. Detalles como estos importan; aunque no todo el mundo pueda permitirse una mochila de nailon de Prada, sí puede disfrutar de un trozo del pastel de Prada a través de sus preciosos pintalabios, que presentan sellos distintivos de la colección más amplia.



Y para que no se nos olvide: la base de maquillaje. Otra de las piezas más interesantes –y recargables– de la colección, **está disponible en 33 tonos adaptables** y ofrece una base ligera y luminosa: "La idea es realzar, celebrar y potenciar, en lugar de enmascarar y cubrir", explica Alexander. "**Revelando tu verdadera belleza**", añade. La combinación perfecta con uno de los pintalabios mate es la definición de la estética discreta pero interesante de Prada en un look *beauty*, y para nosotros es un sí.

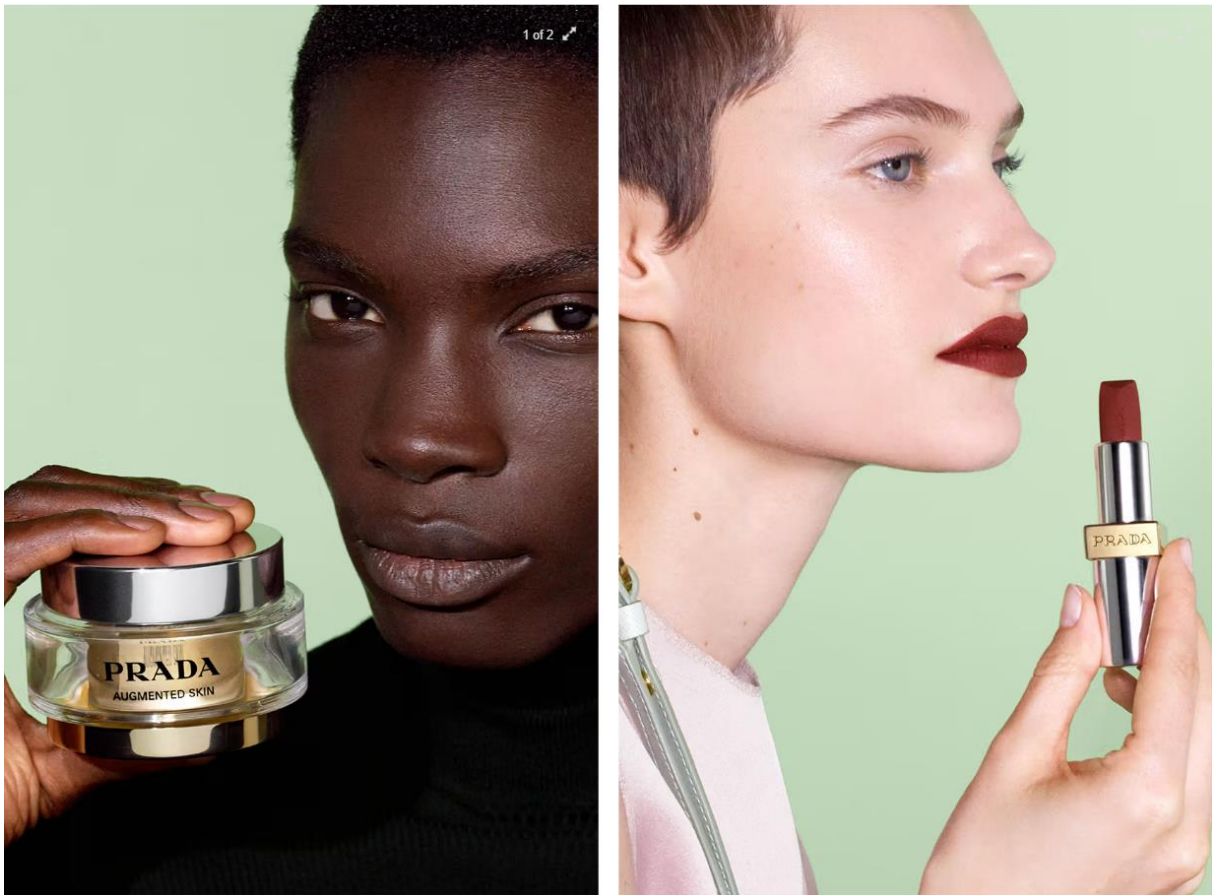
*Este artículo fue publicado originalmente en Vogue.co.uk*

**hypebae**

# PRADA BEAUTY HAS OFFICIALLY STEPPED INTO ITS NEW ERA

With a luxe offering of skin and color ranges.

By Stixx M



Prada Beauty

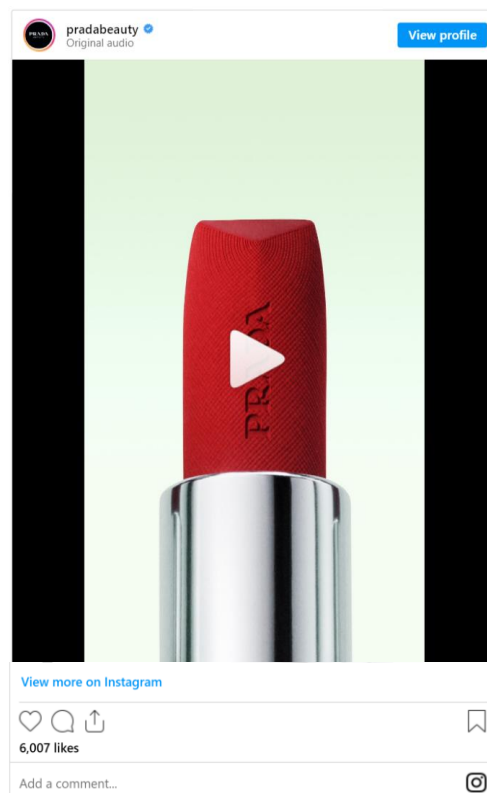
## Text:

Prada Beauty has finally dropped its anticipated skincare and makeup ranges.

The Prada Beauty skincare portfolio includes routine staples such as a serum, moisturizer and cleanser; while the color lineup features a range of chic eyeshadows in shades of brown, gold, orange and purple; along with a foundation and matte lipsticks. All of the product's packaging is equipped with Prada's signature triangle logo.

Prada Beauty's launch campaign challenged the relationship of beauty enthusiasts with makeup, asking the masses on Instagram, "Is brown the new red?" The brand tapped makeup artist Lynsey Alexander to spearhead its complexion innovations. "The whole idea is about enhancing, celebrating and empowering, rather than masking and covering," Alexander stated in a press release.

Prices for Prada Beauty range from \$35 USD to \$360 USD and are up for grabs via the brand's website. The brand won't formally launch as a standalone until January 2024.



## Raf Simons and Miuccia Are Almost Ready to Debut the Next Era of Prada Beauty

Set to deliver a clean palette of minimalist make-up and skin offerings.



Together, [Raf Simons](#) and [Miuccia Prada](#) (HKSE:1913.HK -2.31%) have changed the face of the iconic Italian fashion House, [Prada](#). Now, it's set to evolve another department — [Prada Beauty](#).

Moving on from just fragrances, Prada Beauty is set to venture into “another milestone,” per Prada Group chief executive officer Andrea Guerra, who [explained](#) the L’Oreal license deal in further detail during a conference call.

With this, Prada Beauty aims to deliver unisex offerings. Going by its recent [Instagram](#) uploads, the products are likely to include a range of lipsticks (per its “Is Brown The New Red?” teaser), a selection of pigmented blush and shadows, correction (or as the brand prefers to say, “Adapt”) products, and an overall minimal

aesthetic that Prada Beauty hopes will be the new maximal, perhaps even led by serums per its graphics.

Little else is known about Prada Beauty's re-birth, however more information can be found on its [IG](#) and [website](#).