

ZARA

There is NO BEAUTY, *only* BEAUTIES.

Zara Beauty,
debuting from 12 May

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Launching from 12 May, Zara debuts its first ever comprehensive Beauty collection, with an ambition to create an inclusive collection of products that anyone - regardless of skin colour, gender, age or personal style - will want to use, embracing individuality and a fresh take on the notion of beauty. Each product is made with highest performance ingredients, clean formulas, refillable packaging and over 130 colours.

The collection of products for eyes, lips, face and nails has been developed with the creative direction of legendary British makeup artist Diane Kendal, who has created some of New York, Paris and Milan's most memorable runway looks, as well as having collaborated on some of the world's most iconic fashion photography. It is the result of deep thought and consideration, born of more than a year's development with virtual interactions between the team in Spain and Diane in New York.

“When Zara approached me to lead the creative direction of Zara Beauty, I saw an opportunity to make something that everyone would want to use. Zara has always reached such a diverse audience, and I wanted to bring that same big vision to beauty with a collection that is clean, refillable and accessible to all. I am really proud of what we have created: an expansive array of consciously unique formulas for eyes, lips, face, and nails. To have this breadth of color and sense of playfulness, while also being clean and using high-quality ingredients, is something that hasn't really existed before. Through a multiplicity of faces and looks, the collection celebrates what I believe to be most important in our industry: there is no beauty, only beauties.” Diane Kendal.

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Eva Lopez-Lopez, who leads Zara Beauty, remarks: “Our goal was to create something truly inclusive in which many can participate - innovative products with a playful, personal and individualistic character, all made with the high performance ingredients and true colour innovation. Those were mutual ambitions that we shared with Diane, so she is the perfect person for us to work with.”

New York and Paris based creative agency, Baron & Baron, have developed unique and custom packaging. Inspired by the “Z” from the Zara logo itself – the entire line is on a slant – elegant, re-fillable and designed to enhance the experience of using each product that it contains.

Baron & Baron also developed the brand concept, the launch and strategy and the 360 creative, digital and social program: “Instead of gearing their concept towards specific targeted markets, which is something very common in the beauty industry, Zara has opted to cover the entire market with a groundbreaking line that is flexible with its products to obtain any look for any beauty. This is what inspired our overarching brand message, of celebrating something for everyone.” Fabien Baron.

A series of ‘looks’, created by Diane, feature in a portfolio of images that celebrate diverse interpretations of beauty and individual character, captured by nine talents: Steven Meisel, David Sims, Marilyn Minter, Oliver Hadlee Pearch, Zoë Ghertner, Craig McDean, Nadine Ijewere, Mario Sorrenti and Fabien Baron, all sharing their own personal vision of beauty.

Zara Beauty will launch on 12 May on all platforms in Europe, the US, Canada, Mexico, China, South Korea, Japan, Australia and New Zealand, and subsequently in the Middle East from June 2021, with a holistic shopping experience that includes integrated virtual ‘try on’ features at Zara.com, as well as dedicated Beauty areas in selected stores.



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COLLECTION OVERVIEW

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LIPS

Ultimate Matte Lipstick

Welcome matte: This soft, powdery formula delivers rich, lasting colour in just one swipe. Refillable. Available in 14 shades: Debut, Premiere Night, December, Awaited, Must, Giddy, Confidence, Hero, Winner, Original, Key, Jackpot, Knockout & Ace.

Cult Satin Lipstick

Makes a statement, softly. This creamy lipstick glides on easily and evenly for high-impact colour in just one sweep. Refillable.

Available in 8 shades: Nude Fiction, Buttercup, Fellas, Evil Red, A Toast, Pretty Bizarre, Showtime & Bonnie.

Tinted Balm Lipstick

Lip colour, made luminous. This soft balm imparts vibrant colour with a light touch. Refillable.

Available in 5 shades: Holo Balm, Say Cheers, Say Kiss, Extra & Slay

Stiletto Demi-Matte Lipstick

Sharp colour, soft touch. This smooth, serum-like formula makes high-pigment colour comfortable. Refillable.

Available in 10 shades: La Journée, Nude Premiere, Au Bout, Fou, L'Hiver, Velours, Parfaite, Couture, Original & Été.

Nourishing Jelly Lip Oil

The shine of a gloss, with none of the stick. This nourishing oil soothes and hydrates as it plumps lips.

Available in 4 shades: Exquisite, Decadent, Delight & Swell

Velvet Pigment Lip Gloss

Available in 4 shades: Prelude, Overture, Serenade & Symphony.



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EYES

Eye Colour in 6 Eyeshadow Palette

Easy on the eyes. This spectrum of silky-smooth shadows blend easily and wear comfortably. This eyeshadow palette delivers high-pigment colour with performance. In three ultra-wearable finishes: **Matte:** A sophisticated satin, with buildable intensity. **Metallic:** Dramatic and chromatic, with a wet-looking gleam. **Glitter:** Radiant colour, reflected through a crystalline effect. Refillable.

5 refillable palettes available: Earthy Warm, Reign of Green, Till Dawn, Nostalgia Blues & Clash Out

Eye Colour in 2 Eyeshadow Duo

Easy on the eyes. This spectrum of silky-smooth shadows blend easily and wear comfortably. This eyeshadow palette delivers high-pigment colour with performance. In three ultra-wearable finishes: **Matte:** A sophisticated satin, with buildable intensity. **Metallic:** Dramatic and chromatic, with a wet-looking gleam. **Glitter:** Radiant colour, reflected through a crystalline effect. Refillable.

9 refillable duo's available: Cabaret/Satine, Non Plus/Power, Sky/Solo, Sawyer/Thelma, Extravagant/Lavish, Thunder/Delta, Bonjour/Vermont, Jealous/Jet & Cyber/Glitch.

Metal Foil Loose Pigment

A loose pigment, metallic foil, highly pigmented suitable for eyes, lips and face. Available in 4 shades: Titanium, Fade to Gold, Charisma & Fuel

Eyeliner

Refillable. Available in 1 shade: Inky Dark

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FACE

Cheek Colour in 3. Palette

Available in 3 palettes: Elysian Glow, Impeccable Touch & Signature Blush

Face Colour in 1. Bronzer

The ultimate glow-getter. This velvety powder gives skin an instant boost, subtly warming up its tone.

Available in 9 shades: Subtle Tan, Light Bronze, Medium Tan, Sublime Intense, Delicate Light, Gilded Sunset, Rich Soleil, Haute Tan & Major bronze

Cheek Colour in 1 – Blush

Available in 9 shades.

Cheek Colour in 1 – Highlighter

Available in 2 shades.



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NAIL COLOUR

Nail Polish

Superior wear, naturally. This high-performance formula is made from natural ingredients—and wears just as long as traditional nail polishes.

Available in 39 shades: Easy, Ballerina Pink, Oh So Still, Old Rose, Love Is Everywhere, Vain, Muse, Thunder, Cosmic Black, Welcome to 2000, Sea, Roxanne, Electric Red, Original, Clarity, Quizás, Mrs. Mauve, Fuschsia Moon, Wicked One, Azure Mio, Summer In The City, I Just Called, Skinny Rose, I Am Loco, Fuchsia Fever, Neon Purple, Purplelicious, Tomato, Ruby Sunday, Cream, Poppy Field, Crazy Ways, On My Way To Mars, B-A-B-Y, This Is L.A, Electric Submarine, Shock of Blue, Teal Tales & Power.

TOOL

Brushes

6 brushes available: Small Blush Brush, Large Powder Brush, Large Shader Brush, Smudge Brush, Lip Brush & Flat Shader Brush.

Zara Beauty products are never tested on animals.

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About Diane Kendal:

Diane Kendal is one of the world's most celebrated makeup artists. British and residing in New York, she has created the runway looks for some of the industry's most anticipated fashion shows in New York, Paris and Milan, and works with photographers including Collier Schorr, Tyler Mitchell, Annie Leibovitz, Steven Meisel, David Sims, Craig McDean and Mario Sorrenti. Her work has appeared on the covers of Italian, French, Japanese, and American Vogue, W Magazine, Allure Magazine, and Interview Magazine, amongst others.



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