

M·A·C



M·A·C COSMETICS UNVEILS ITS COLLABORATION WITH MUSE CYRINE ABDELNOUR FOR THE SOPHISTICATED ROSE-GILDED GLAM COLLECTION.

Inspired by renowned actress Cyrine Abdelnour, the Rose-Gilded Glam Collection features a brand new limited edition eye palette that transforms beloved Middle Eastern Rose-Gold hues into must-have trending metallics.

Dubai – May 27, 2019. All that glimmers is captivating, Middle-Eastern inspired rose-gold metallics, one swipe dusky rose shimmering mattes and intensely wearable neutrals in ten brand new eye-catching Insta ready shades, hitting stores on May 27, 2019.

The rose gold stars have aligned to bring trendsetter M·A·C Cosmetics and superstar Cyrene Abdelnour together to launch the Rose-Gilded Glam Collection featuring a new stunning, limited edition Eye Palette, created for Middle Eastern skin tones and starring the fashion-forward backstage trend of glimmering rose-gold metallics. The celebrated actress and singer, beauty icon, trendsetter and social media star launches the trendsetting collection across the Middle East.

M·A·C has captured Cyrene's undeniable star quality in an exclusive glamorous photo shoot designed to showcase the versatility of the palette and the inspiration behind the collection: ultra-sophisticated chic Middle Eastern women, who are always ahead of the trend, eternally ultra-glam and forever ready for their next close up.



The highly pigmented shades and textures can be used to transition from day to evening and to create beautiful, subtle makeup through to glamorous, red carpet ready looks. “Most important to us during the creation process was to use warm toned eye shadows; especially with the orange and red undertones that M·A·C knows women in the Middle East love,” said trendsetting M·A·C Middle East Senior Artist Mariam Khairallah.

Made to suit all skin tones, it is easy to play down the buttery smooth, molten metallics and warm neutrals by sheering them out for a one swipe subtle glow. Or get creative and layer the shades to create a multi-hued, multi-dimensional look that produces a high impact, maximum intensity, colour payoff that will last beyond the red carpet event to the after party and right through the night!

The Rose Gilded Glam Collection also features three nude Lipsticks in hues ranging from mid-tone pink, peachy nude to deep mauvish plum; three Studio Fix Fluid SPF 15 Foundations; three eye-catching lashes; and two Dazzle Drops highlighters in Dazzle Pink and Dazzle Peach.

New!

MAC X CYRINE ABDELNOUR ROSE GILDED GLAM



You're the star! Are you ready for your Rose-Gilded Glam close up? For more information visit www.maccosmetics.ae / www.maccosmetics.com/sa and create your camera-ready look now!

ABOUT M·A·C Cosmetics

M·A·C (Make-up Art Cosmetics), a leading brand of professional cosmetics, was created in Toronto, Canada in 1984 and is part of The Estée Lauder Companies, Inc. The company's popularity has grown through a tradition of word-of-mouth endorsement from makeup artists, models, photographers and journalists around the world. M·A·C is now sold in over 100 countries/territories worldwide. Follow M·A·C on Twitter, Periscope, Snapchat and Pinterest @MACcosmetics, become a M·A·C fan on Facebook (facebook.com/maccosmetics), follow M·A·C on Instagram (instagram.com/maccosmetics), watch M·A·C videos on YouTube (youtube.com/maccosmetics). For a M·A·C location visit maccosmetics.com.

ABOUT Cyrine Abdelnour

Cyrine Abdelnour was born in Abadiyeh, Lebanon. She launched her modeling career in 1992, walking runways for Zuhair Murad, Thierry Mugler and Feliciano Rossi. Abdelnour went on to star across the Middle East in various high profile TV series and smash hit, big screen movies, while her chart-topping musical career has seen her release three albums and six singles across the region. A social media superstar, role model, and trendsetter, Abdelnour has 10 million likes on Facebook and 6.4 million followers on Instagram.

ABOUT Mariam Khairallah

Mariam Khairallah is the Global Senior Artist of M.A.C Cosmetics in the Middle East. Originally from Lebanon, she joined M.A.C in 2005 in Lebanon and moved to Dubai with the brand in 2007. She credited watching her mother when she was a child as the inspiration for her love of eye makeup. "I was mesmerized by my mother as she applied makeup, using black kajal – traditional eye kohl and rose-gold tones to accentuate her eyes. The Rose-Gilded Glam

Collection pays homage to the love Middle-Eastern women have highlighting and defining their eyes using a warm, rose-gold fashion-forward color palette that women have always loved."

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You Wouldn't Get It



Down to an art



Soar

MAC Lipstick

This creamy rich formula features high colour payoff in a no-shine **matte finish**.



Lashes 70

Dramatically winged-out lashes with a unique crisscross pattern for an ultra-glamorous flair that gives the illusion of elongating the eye shape.



Lashes 75

Dramatic multi-layered lashes with an intricate crisscross pattern that add density and length to intensify any look.



Lashes 76

Natural-looking, wispy lashes with varying lengths that blend in with natural lashes to add density and length without looking too dramatic.



Studio Fix

This modern foundation combines a matte finish and medium-to-full buildable coverage with broad spectrum SPF 15 protection. Applies, builds and blends easily and evenly while controlling shine. Comfortable and extremely long-wearing, it helps minimize the appearance of pores and imperfections, giving skin a smoother, more flawless look and finish.



Peach



Pink

Dazzle drops

A magic-potion highlighter for a lustrous liquid pearlescent effect on the face or body. The moisture-infused formula instantly retextures skin's surface with light-perfecting technology, resulting in translucent duochromatic shimmer for a wet look. The ultra-fluid gel is extremely blendable, refreshing and comfortable on skin.