

MAC BRIDES *of* INDIA





IT'S GOING TO BE A PURE GOLD WEDDING SEASON FOR M·A·C 'S BRIDES OF INDIA

Inspired by India's vibrant wedding and cultural traditions, M·A·C Cosmetics presents three, new, elegantly trendy, regionally inspired bridal looks and exclusive tutorial videos to celebrate India's Bridal Season and honour all brides-to-be in India.

MUMBAI, XXXX , 2019 - M·A·C has created three brand new bridal looks for Indian brides, who want to express their beauty and personality by wearing the latest bridal makeup trends, yet also seamlessly complying with their sacred regional traditions in North India, South India and the Bengali region. ***M·A·C Brides of India*** speaks to all of India's brides-to-be, by releasing a series of wedding looks designed to take each region's bridal wedding day makeup to the next level of gracefully beautiful, elegantly stylish, and ultra-sophisticated bridal beauty.

Recognising the critically important place that bridal preparations, ceremonies and weddings hold in Indian culture, it's the 4th successful incarnation of trendsetting ***M·A·C X BRIDAL Collection***, created by the world's leading professional makeup authority exclusively for the upcoming bridal season starting in October.

According to M·A·C India's Global Senior Artist, ***Sonic Sarwate***, who created the looks for the Brides of India collection, the inspiration comes from the golden thread that binds brides across India together; their gold wedding jewellery. "While each region has its unique aesthetic, auspicious gold jewellery underpins every Indian bride's wedding day look," he said, "Like pure gold, the three trendsetting, culturally appropriate ceremonial looks that I've created will also remain classically timeless."

Sarwate was born in Jalandhar, Punjab and has worked backstage at Paris and Milan Fashion Weeks. He has also traversed the length and breadth of India to teach M·A·C Bridal Makeup masterclasses, as well as making up real-life brides and celebrities. "Every Indian girl has dreamt of being a beautiful bride. So, it's the highest honour to work with a woman on the design of her bridal makeup," he said. "The Brides of India instructional tutorials will help inspire new brides-to-be with their makeup choices and allow them to look and feel their best on their wedding day."

Sarwate chose M·A·C 's Art Library Eye Palette Flame-Boyant eyeshadow as the centrepiece for each of the three new bridal looks. "The chic, fashion-forward and highly-pigmented range with red undertones has obvious synergy with a bride's wedding attire and gold wedding jewellery," he said.

Sarwate, inspired by traditional lip colours, curated the perfect hue to enhance each region's jewellery choices. "A long-lasting lipstick is a crucial makeup element on the wedding day," he said. "North Indian brides require a strong bold maroon red lip, so I chose Matte Lipstick Diva. As do Bengali brides, so rich matte Retro Matte Lipstick Ruby Woo pulled the look together like a charm. For the minimal South India look, Satin Lipstick Twig is subdued yet stunning perfection."

In Parallel, M·A·C also worked with Mohit Rai, one of India's top celebrity fashion stylists, to put together the wedding attire for the campaign. "Traditional bridal dressing is a very sacrosanct form of costume for me," he said. "We decided it would be quite extraordinary to work with the most favoured colour in the Indian bridal palette and use gold across the three regional looks in clothing and jewellery, yet create distinction based on styling and draping."

M·A·C Brides of India is the embodiment of M·A·C 's global makeup artistry meeting regional demand to create makeup that is deeply personal, culturally relevant and thoroughly beautiful. Each bridal aesthetic is designed to be creatively versatile and multi-functional, so the new bride can also create different looks for her Mehendi and Sangeet functions.

For more information and inspiration for your wedding date, please visit www.maccosmetics.com//bridesofindia or book your makeup appointment instore to find your perfect bridal look.

M·A·C Contacts:

Richa Dandekar :

Gayatri Chandra:

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.

M·A·C 'S BRIDES OF INDIA – PRODUCT SHEET



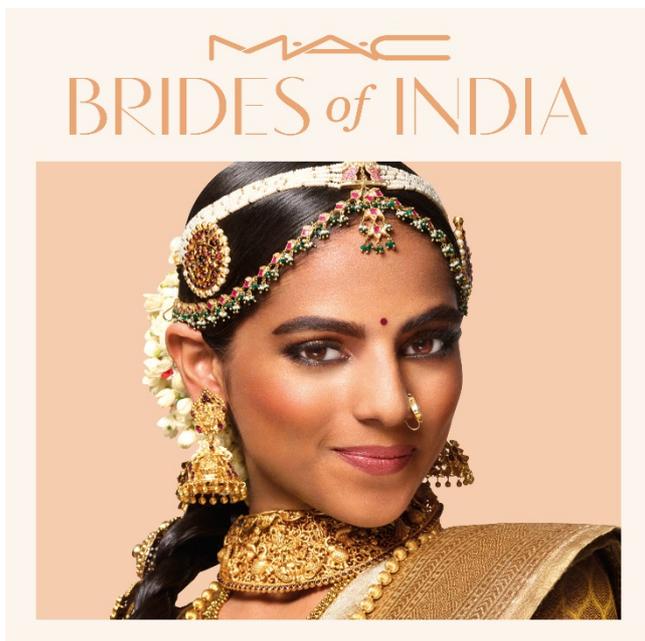
North Indian look description

This dramatic bold look is defined by modern shimmery eye makeup, consisting of a deep coppery red with warm undertones of pearlescent gold. Extreme Dimension Mascara 3D Black Lash created the thick, defined lashes, and the eyes were lined with Technakohl Liner Graphblack. The gorgeous maroon red matte lip is fittingly named, Diva. Contoured and highlighted skin comes from applying Mineirlize Skinfinish Natural Medium Tan and Hyper Real Glow Palette Get It Glowin'!

North Indian look products

Minelralize Skinfinish Natural Medium Tan
 Art Library Palette Flame-Boyant
 Technakohl Liner Graphblack
 Matte Lipstick Diva

Hyper Real Glow Palette Get It Glowin'
 Art Library Palette Flame-Boyant
 In Extreme Dimension Mascara 3D Black Lash



South Indian look description

Colour comes courtesy of the garland of flowers, gold temple jewellery and an eye-catching elaborate ornamental headdress. Therefore, this makeup look needs to be poised and understated. Skin is made picture perfect by Studio Fix Concealer NC45, Studio Fix Powder NC43.5 and Strobe Cream in Goldlite. The standout feature is the cat-eye-like wings created by using Technakohl Liner Graphblack on the upper and lower lids. Satin Lipstick in Twig is perfect for a subdued, yet stunning lip.

South Indian look products

Strobe Cream Goldlite
 Studio Fix 24-hour Smoothwear Concealer NC45
 Studio Fix Powder NC43.5
 Art Library Palette Flame-Boyant

Powder Blush Gingerly
 Technakohl Liner Graphblack
 Satin Lipstick Twig



Bengali Bride Look Description

Retro Matte Lipstick in Ruby Woo gives a powerful fiery blast of red and is the heroine of this stunning look. It works perfectly with the red and white bindis across a Bengali bride's eyebrows, which are groomed to perfection with Styler in Stud. Pro Longwear Fluidline Blacktrack is used to create dramatic cat eyes and In Extreme Dimension Mascara 3D Black Lash adds volume to her lashes. The natural skin aesthetic comes from Studio Fix Fluid NC45, Studio Fix Concealer NC45, and Studio Fix Powder NC43.5

Bengali Bride look products

Natural Radiance – Radiant Yellow
Studio Fix Fluid NC45
Studio Fix Powder NC43.5
Eye Brows Styler Stud

Pro Longwear Fluidline Blacktrack
Retro Matte Lipstick – Ruby Woo
Art Library Palette Flame-Boyant