

Frontcover Cosmetics Kisses Boots Goodbye

Submitted by: Frontcover Cosmetics

Thursday, 12 July 2012

Since its launch in 2008 Frontcover the cult make-up brand has been exclusive to Boots and sold only in the UK.

Now all that has changed as Frontcover has signed an exclusive contract with Sephora, the world number one beauty retailer, to stock its products.

Sephora, which is owned by the world famous luxury brand company LVMH who in addition to owning Louis Vuitton, Moët & Chandon and Hennessy also have Christian Dior, Guerlain, Givenchy and Benefit amongst its stellar portfolio of beauty brands, launched Frontcover in France, Italy, Spain and Portugal this spring and from September will roll it out to the rest of Europe, the Middle East and China where the group now has over 150 stores.

This month Frontcover launched its own web store which in the short term will be the only stockist of the brand in the UK until September when Frontcover launches with QVC, another major break through in the brand's development.

"The opportunity to be distributed by Sephora and QVC is an extraordinary one for a niche British brand, this is a chance to play on an international stage and to take our passion for fashion led and innovative make up to a wider audience... we simply had to do it" Liz Wilkinson Director Frontcover.

Frontcover is unique as it takes the latest catwalk trends and turns them into ready to wear make up collections (<http://www.frontcovercosmetics.com/>). It mirrors the fashion market and launches two limited edition collections each year, Spring/Summer and Autumn/Winter, and it is Spring/Summer 2012 range which is currently on sale. This consists of six kits each packaged in a photographic box which, like the frontcover of a magazine, showcases the very latest looks. Each kit contains everything needed to get the look on the cover together with step by step photographic instruction and technique from the brand's resident make-up artist Leanne Shaw.

The quality and performance of its formulations are key to the brand and in addition to the time spent discerning the latest trends and influences a huge amount of resource is invested in product development.

Every product is road tested against the very best in its category the ultimate testing being done by Leanne on the shoot to take the photographs for the front of the boxes. Only the products from each kit are used to make up the models (absolutely no cheating !) so they are then certain that the consumer can achieve the same effect herself at home.

As well as being known for delivering the very latest trends and its wide spectrum of shades great emphasis is placed upon texture and finish effects too. Domed Baked Powders contain a very high level of crushed pearl which delivers a peacock like iridescence whilst in complete contrast Satin Pressed Powders have a suede like feel and a matte texture. New products such as Melted Metal Cream Eyeshadows have been added this year in response to the latest trend for a glossy metallic sheen finish on eyes.

Frontcover has also developed a number of lines which are essential to achieving a professional make-up

artist finish.....products such as Shadowbase, which is the perfect primer for all eyeshadows increasing their intensity and longevity and Shadowline which is a fluid which turns any eyeshadow or loose powder, into an eyeliner at the flick of a wand...magic of course!

Above all Frontcover believe that chic high quality and innovative make-up products do not have to break the bank and work hard to maintain their accessible price structure which is another key to their success in these difficult economic times.

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For more information visit:

<http://www.frontcovercosmetics.com/> (<http://www.frontcovercosmetics.com/>)

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