

ARVIND

SEPHORA

NUDESTIX

## Who loves a touch n go make up fix? Most of us! And hence.

Sephora presents the award-winning indie makeup brand – ‘NUDESTIX’ *exclusively* in India. Now, that’s a score!

**Mumbai, October 4th, 2018:** Taking a nod from no make-up trends or minimal looks straight from the runway, Sephora *exclusively* announces the launch of NUDESTIX in India. The brand presents touch ‘n go makeup stix for face, eyes, lips and cheeks. The streamlined makeup collection is designed for the modern-day woman who has everything (but time!) so she can create effortless nude to glam looks to-go.

Founded by Jenny Frankel along with her daughter’s Ally and Taylor Frankel who are Chief Inspiration Officers for the range, NUDESTIX was born out of the need for easy to use makeup products which accentuate your finest features. Identifying the ‘white space’ in the cosmetics industry for innovative, neutral-tones, easy-to-use makeup products, NUDESTIX range is enriched with skin-saving vitamins, anti-oxidants and moisturizers for everyday wear. With innovative shades and cool style, NUDESTIX has catapulted into popularity with celebrity makeup artists, influencers and beauty lovers everywhere.

Commenting on the launch, **Mr. Vivek Bali, Chief Operating Officer – Sephora India at Arvind Beauty Brands**, said “Think of a scenario where a woman hustles with life every day. What she is left with is a few minutes to use her favorite products, look fabulous and take on the day. And hence, we feel NUDESTIX will have a powerful play here. These fuss free nude shades, cheek pencils, eyebrow stylus and more are extremely versatile products to have. Sephora will have mini tutorials at all leading stores to try and buy these products.”

“NUDESTIX is not a product that any beauty executive with 20 years of experience would create, because we don’t think like the up and coming generation. They have been influenced by technology, have access to curated lifestyles, and need their makeup to be easy, cool, and effortless.” adds **Jenny Frankel, NUDESTIX President and Founder**.

“We are excited to announce the launch of NUDESTIX in India this year. We think the NUDESTIX girl in India is looking for easy, fast, effortless luxury makeup crayons that create everything from nude to glam looks. We believe the natural look is a perfect fit for any face and we can’t wait to introduce NUDESTIX to the girl on-the-go in India, further adds *Taylor Franke* (who is currently in India), along with Ally, both *NUDESTIX Co-Founders & Chief Inspiration Officers*.

NUDESTIX products are packaged in a matte black tin with mirror and includes a cap sharpener to take your stix to-go. **Products include:**

Cream Lip + Cheek Pencil

Intense Matte Lip + Cheek Pencil

Magnetic Matte Lip Color

Magnetic Eye Color

Lash Lengthening Mascara

Eyebrow Stylus Pencil & Gel

Concealer Pencil

Sculpting Pencil

These effortless makeup stix will be available at Sephora stores starting end October and you can buy Sephora online at [Sephora.nnnow.com](http://Sephora.nnnow.com).

About Sephora:

Sephora has transformed the customer experience into an exclusive opportunity to indulge in beauty, fostering strong relationships with its brand and products. Sephora ethos remains unchanged: to present a leading beauty selection and always be on the lookout for what's new. Offering to beauty fans, more than 200 selective and exclusive brands plus Sephora's range, the enterprising retailer is never short of surprising new ideas. Its unexpected concepts and non-conformist attitude are also evident both in its boutiques around the world and on its website, which together make Sephora an unparalleled international beauty leader.

Sephora's journey in India has been nothing short of excitement. Sephora (owned by LVMH Moet Hennessy Louis Vuitton) strengthened the India business through a partnership with Arvind Limited in 2015 and now has a presence across the country with the famous 16 Sephora stores and they launched Sephora online at [www.sephora.nnnow.com](http://www.sephora.nnnow.com) in 2017.

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