

Makeup maestro Sir John launches SA collection with WBeauty

International makeup artist to the stars, Sir John, has collaborated with WBeauty to launch a limited edition cosmetics line, titled Volume 1, in South Africa.



No stranger to the country, Sir John has previously partnered with WBeauty where they delivered a series of makeup masterclasses across the country. He has also lent his artistic hand to various Woolworths campaigns and events, including collaborating with artists backstage at Woolworths' Style By SA runway show at SA Fashion Week.

"The limited edition makeup range marks an important step for South African retail as it is the first time that a popular South African retailer has worked closely with a well-known international authority to produce a makeup collection that has been created to effortlessly illuminate South African women's naturally sun-kissed skin," says Shaheda Sayed, head of brand communication for fashion, beauty, home and international divisions at Woolworths.



WBeauty collaborates with celebrity make-up artist ahead of SAFW

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Although he serves as the creative director and consultant for various beauty houses, Volume 1 will be Sir John's first signature makeup range for South Africa, and thus required him to take a hands-on approach.

“I was involved from beginning to end. From the very first product sketches, to the name, the packaging, the symbolism and the product intrinsic. It was very important to me that Volume 1 reflects who I am as an artist, and that it delivers the quality associated with the WBeauty brand,” he explains.



The cruelty-free and vegan-friendly collection will be WBeauty’s first international product collaboration, and will consist of a highlighter stick, and an eyeshadow palette created to give any beauty lover the perfect red carpet eye. A creamy hydrating lipstick, bold liquid eyeshadows, metallic nail lacquers, and a shimmering highlighter compact completes the makeup line.

Of the effortless synergy between himself and the WBeauty brand, Sir John says: “It’s been an absolute dream working on this collaboration with the WBeauty team. They really shared my vision and helped bring it to life. To be able to fulfill a life-long dream of launching my own signature product range with a brand that shares my values and passion for celebrating beauty, has been inspiring and life-changing. I am proud of the work that we have done on this South African first...”

The limited edition Volume 1 range will be sold exclusively at selected Woolworths stores and can also be purchased on the Woolworths website and app in April 2019.

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