

Maybelline and Puma collaborate on athleisure-inspired makeup collection

Maybelline New York has teamed up with global sportswear brand Puma to create a high performance, street style-inspired makeup collection. The Puma x Maybelline collaboration taps into the athleisure trend and has been designed with the "always-on, do-it-all lifestyle of Generation Z and Millennials" in mind.



"Our young consumer today prioritises an active lifestyle whether it be career, fitness or personally. She's always on the go, never settles and needs high-performance products that keep up with her grind," explains Trisha Ayyagari, deputy general manager of Maybelline New York.

Developed with the latest in long-wear technology, the Puma x Maybelline 12-piece collection features a smudge-proof mascara for all-day luxe lashes, a metallic highlighter for an eye-catching chrome effect and fan-favourite Super Stay Matte Ink long-wear lip colour in new limited-edition shades.

In addition, Maybelline has introduced two new duo sticks to their offerings – a new long-wear matte and metallic eye stick for versatile day to night looks as well as a waterproof colour and gloss face stick for a dewy flushed look.

The products' multi-use formats come in on-the-go packaging and make it easy to achieve a complete makeup look or a quick post-workout touch-up.

Best known for her passion for athletics, fashion and beauty looks, and as a global style icon, Maybelline long-standing spokesmodel and Puma's latest ambassador Adriana Lima will serve as the face of the campaign.

"This collection is truly the representation of the point where the gym meets the runway, a goal we strive for in everything we do for our female consumers," said Adam Petrick, global director of brand and marketing for Puma.

"We believe that this first-ever collaboration will allow the Puma Woman to move seamlessly from the gym to the street and provide her with the tools to look and feel her best."



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