

Beat: Lifestyle

## LANCÔME AND SONIA RYKIEL - COLOURS AND JOIE DE VIVRE MADE IN PARIS

### FALL 2016 MAKE-UP COLLECTION

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**USPA NEWS** - Maison Lancôme is delighted announced on March 1, the collaboration with Sonia Rykiel for its Fall 2016 make-up collection. A collaboration in keeping with those regularly initiated by Lancôme since its very beginnings, with personalities...

Maison Lancôme is delighted announced on March 1, the collaboration with Sonia Rykiel for its Fall 2016 make-up collection. A collaboration in keeping with those regularly initiated by Lancôme since its very beginnings, with personalities from the world of art, fashion and high jewellery.

The two French houses have designed an autumn range full of colour, resolutely joyful with genuine freedom of tone inspired by the spirit of Saint-Germain-des-Prés, the birthplace of the Rykiel fashion house.

Rykiel is, indeed, all about freedom of tone, the freedom of the label's founder and her desire to contribute in her own way to emancipate women from what was, until then, imposed upon them. Women who find their body liberated in the designer's ultra-flowing cuts and their frank, optimistic colour palette...the emblematic shape of a new lifestyle..

A shared spirit confirmed by Françoise Lehmann, Managing Director of Lancôme International: 'Sonia Rykiel is the ultimate incarnation of a certain idea of the Parisian. A woman who cultivates her joyfully emancipated freedom and refuses the imposed choice of depth or lightness, a woman who is simultaneously seductive and in love. It is the 'Saint-Germain spirit', the idea of happiness in one's own image, actively constructed every day.'

Source : Lancome

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