

MAFS

SPRING 2011 COLLECTION



NARS

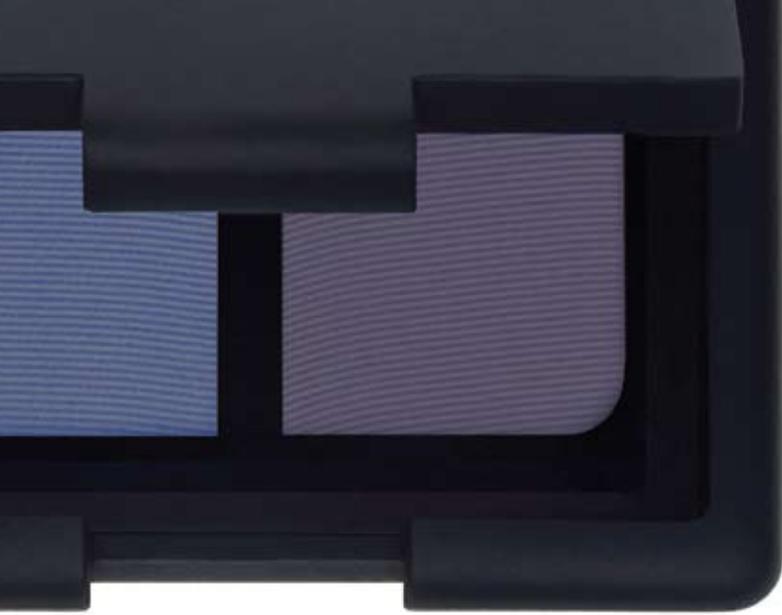
SPRING 2011 COLLECTION

The Spring 2011 Collection, created by Founder and Creative Director François Nars, awakens the spirit to spring. The palette of jeweled earth tones is accented with shots of unexpectedly bright color. For the campaign, Nars specifically chose to photograph model Iris Strubegger. An admirer of her androgynous look, he felt she was the embodiment of the effortless chic and cool sophistication that he envisioned for the collection.

To achieve the makeup look in the campaign image, Iris's complexion was evened with Barcelona Sheer Glow Foundation and Custard Concealer. Both were set with a light dusting of Eden Loose Powder before Laguna Bronzer was blended across the forehead, cheekbones and jaw line to lend skin a little extra warmth. Next, Palm Beach Multiple was applied to the cheekbones and temples, blending outwards toward the hairline, as contour. Laguna Bronzing Powder was used along forehead, cheekbones, and jaw line to create more shade and contour.

The eye was prepped with Smudge Proof Eyeshadow Base, and then the deep bronze shade of Calanque Trio Eyeshadow was applied from lash to brow. Next, the matte caramel shade was blended into the lid. The lash line and waterline were defined with Black Moon Eyeliner Pencil. Brows were defined with Coconut Grove Single Eyeshadow. The eyes were finished with two coats of Larger Than Life Volumizing Mascara on both the top and bottom lashes.

An almost-nude lip—created by Tzigane Lipstick topped with Madère Pure Matte Lipstick – complemented the look.



NAVES

SPRING 2011 COLLECTION

The Spring 2011 Collection is the epitome of minimalism, reaching a sensual peak with fresh, forward color. Jeweled earth tones for eyes and nails are infused with a metallic finish that lends a subtly sleek finish. Cool compliments of sheer and sparkling lips pair with unexpected accents of parrot green and vivid blue. It all adds up to a look that's indisputably modern.



MAFIS

SPRING 2011 COLLECTION

CALANQUE

Ancient river mouths, the most famous of which is found in the Massif des Calanques in the Bouches-du-Rhône region of France. A trio of sun-washed shades—gold-infused platinum with silver flecks, light matte caramel and rich antique bronze steeped with gold—that can be mixed and matched to supply an almost limitless range of sophisticated eye looks. All are rich in pigment and blend effortlessly. Wear each alone or use as a base on the lid, another to highlight and a third as a liner or to sculpt the eye. A season's worth of eye looks in a single compact.



NAARS

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BATEAU IVRE

Named for Arthur Rimbaud's renowned poem, this Duo Eyeshadow features a rich sky blue and a deep denim hue that can be applied wet or dry, alone or layered. No matter which way they're worn, the effect is always as evocative and memorable as its namesake.

NOUVEAU MONDE

Just like the French phrase it is named for, this metallic silver lilac and rich olive gold Duo Eyeshadow captures the essence of new world hopes and ambition. Wear each sumptuous shade solo or use one as a base and the other as an unexpected accent or highlight—the combination is striking and sophisticated.



NAARS

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CELEBRATE

Long wearing with smooth creamy texture, this parrot green Soft Touch Shadow Pencil infuses any eye look with a festive spirit. Use it as a base for layering with powder shadow or to enhance color intensity. No matter the reason, it is cause for long lasting celebration.

HOLLYWOODLAND

Shade, line, highlight... and action! Whatever look you're after, this versatile pale gold Soft Touch Shadow Pencil, named for the original Hollywood Hills landmark, will play a starring role. An ideal base for layering with other eyeshadows for more award-winning drama.



NARS

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NANA

Nana. Fr.: "Chick, girl." A deep black grape Lip Gloss. Its sheer, non-sticky finish lends lips a look that's quintessentially French. Wear alone or over other lip products to boost the intensity of any base color.

SUPER ORGASM

This Lip Gloss will evoke a sensation like never before, just like its blush counterpart. Shiny, peachy-pink, laced with gold glitter, it supplies a flawless après-tryst glow.

ANGELIKA

Bright cotton candy pink infused with gold and silver sparkle. Inspired by its eponymous blush, the Lip Gloss will give a playful pout, perfect for a spring night.



MACYS

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TZIGANE

The name is inspired by a rhapsodic composition by the French composer Maurice Ravel. A sheer, pink brandy Lipstick that leaves just a whisper of subtle color on the lips. The perfect color to wear solo by day or paired with a bold eye by night.

MADERE

Otherwise known as Madeira in Portuguese, this archipelago of Portugal is home to volcanoes and is prized for its distinctive landscapes. The nude-pink Pure Matte Lipstick delivers longwearing color with a comfortable finish.



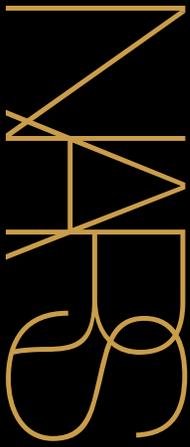
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DESPERADO

An antique brass-hued Nail Polish that evokes the drama of the outlaws from the American frontier.





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Q&A WITH FRANÇOIS NARS

Describe the color palette you envisioned for the Spring 2011 collection.

"I envisioned something rich and modern with bright colors. Very much like nature, which is what catches my eye when spring is approaching. It's a combination of vibrant hues and pastels."

The Spring 2011 collection has a variety of textures – glossy, matte, sheer, sparkling – how can a woman choose the best texture for herself?

"Any woman can wear any texture – it's about choice more than about rules. Some days it's just the right feeling for a glossy lip – other days, a more sophisticated matte."

Why did you select model Iris Strubegger for the Spring 2011 campaign? What characteristics does she have that embody the NARS woman this spring?

"I wanted someone who had strong features in an androgynous way to offset the vibrant and playful colors, while still having an underlying sense of mystery. Iris is so modern and sexy and embodies such a unique sense of femininity – which is very NARS."

What is your favorite combination of products from the Spring 2011 collection?

"I love the jewel-toned greens in the line. Such as the dark green in Nouveau Monde Duo Eyeshadow and the bright green of Celebrate Soft Touch Shadow Pencil. We used this combination of shades backstage at Marc Jacobs' Spring/Summer 2011 show and it was the perfect decadent-but-romantic eye that is so quintessential to spring."

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Calanque Trio Eyeshadow (<i>Limited Edition</i>)	\$45
Bateau Ivre Duo Eyeshadow (<i>Limited Edition</i>)	\$33
Nouveau Monde Duo Eyeshadow	\$33
Celebrate Soft Touch Shadow Pencil	\$24
Hollywoodland Soft Touch Shadow Pencil	\$24
Nana Lip Gloss (<i>Limited Edition</i>)	\$24
Super Orgasm Lip Gloss	\$24
Angelika Lip Gloss	\$24
Tzigane Lipstick (<i>Limited Edition</i>)	\$24
Madère Pure Matte Lipstick	\$25
Desperado Nail Polish (<i>Limited Edition</i>)	\$17

Available:
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Upon request

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