



PRESS RELEASE

The lala Berlin Look: CATRICE is once again the official make-up partner of the lala Berlin Fashion Show

At an exclusive “Dinner with Cinderella” at Crackers restaurant, lala Berlin presented a pure evening collection within the framework of the Mercedes-Benz Fashion Week in Berlin yesterday evening. Designer Leyla Piedayesh showed nine evening dresses from her Red Carpet Line “Midnight in Berlin”, all of which are sure to inspire sweet dreams. Floor-length, linear robes with a layer-look were lovingly covered in Georgette fabric or embellished with jet-black Swarovski crystals by hand. Cropped-top elements, layered trousers, stylised designs of birds and mice as well as embroidered shoes were added in a pop art style to ensure the urban, casual touch that the label is famous for.

The cosmetics brand CATRICE is the official make-up partner of the lala Berlin Fashion Show for the fourth time in a row. All models received a professional make-up styling with CATRICE products for the runway.

A fresh, fairytale look reminiscent of a modern-day Cinderella was created to go with this special Evening Wear Collection. The eyes, lips and nails were dominated by soft pastel and rosé shades.

“The beauty look is fresh, elegant and modern. A porcelain glow and subtle colour combinations perfectly complement the evening gowns,” according to Leyla Piedayesh.

Step-by-step instructions:

Step 1: First, clean your face thoroughly and apply the **Prime and Fine Smoothing Refiner** all over your face, even on the eyelids. The primer provides the basis for a natural glow effect.



Step 2: Next, create a “flawless skin” look with the help of the **Allround Concealer Palette**. The concealer brightens shadows to freshen up the complexion and is applied underneath the eyes, in the corner of the eyes, the nasal folds and



underneath your lips using a brush and then blended with your fingers. In addition, hide small circles under your eyes with the **Instant Eye Brightener**.

Step 3: To achieve a particularly natural-looking glow, apply a thin layer of the **Nude Illusion Make Up** and blend it with the concealer. It is best to apply the foundation with a brush and then use a sponge to work it into the skin.

Step 4: Use two **Luminous Lips** lipsticks as a blush. Mix the colours **20** and **60** and apply with a blush brush.

Step 5: Accentuate your facial features by using the lighter shades from the **Absolute Bright Eyeshadow Palette** as a highlighter. Apply the product wherever you wish to achieve a visible glow: above the cheekbone, underneath your brow, on the moveable part of your eyelid, the inner corner of your eye, the nasal bone and the so-called “cupid’s bow” of your lips.

Step 6: The **Absolute Nude Eyeshadow Palette** serves as an eye shadow base. Only apply the light shades. Use the light brown nude tones to shade the crease of your lid. Next, apply the **Kohl Kajal 04 White** along your lashline or waterline to visibly “open” your eyes.

Step 7: Brush your brows and form them using the **Eye Brow Stylist** and then keep them in place with the **Fixing Brow Wax**.

Step 8: For use as an eyeshadow, once again mix the two **Luminous Lips** lipsticks from Step 4 and blend with shades from the **Absolute Nude Eyeshadow Palette**. Lengthen your lashes with the **Eyeconic Eye Opening Mascara**.

Step 9: Apply the **Luminous Lips** lipstick colour that best suits your lip type.

Step 10: Keep your nails looking natural with the **Ultimate Nail Lacquer 54 My APPricot** and accelerate the drying process with the **Speed Dry Drops**.



The product images to go with the look can be found here:

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