



## LoveChild partners with Myntra, forays into Face Category with the launch of 'Shaadi' inspired Blushes and Highlighters

*To further drive brand discoverability and penetration in the ever-evolving and dynamic beauty segment, LoveChild is associating with leading e-commerce destination, Myntra Beauty, for this highly anticipated launch*

*LoveChild forays into the Face Makeup category for the first time with an exquisite range of Highlighters and Creme Blushes enriched with skin loving ingredients*

**Mumbai, 22 February 2023:** LoveChild, the cosmo-wellness and beauty brand by multi hyphenate entrepreneur & actor Masaba Gupta, has launched the perfect beauty pick-me-up this wedding season for flushed cheeks and contoured cheekbones! Adding to its existing products categories like lipsticks, eye makeup, skincare, fragrances and wellness, the brand is now stepping into the face makeup category with a splendid new range of products to reinforce the brand's commitment to growing their portfolio with inclusive products.

Infused with the goodness of nourishing oils and skin loving ingredients, Highlighted Nakhre and Band Baaja Blush are formulated keeping all Indian skintones and undertones in mind. Inspired by the joy of self-love and the grandeur of Indian weddings, these products bring to life the energy and vibe of such celebratory moments through the packaging design. All formulations and shades are tailor-made for every mood and occasion, paving their way to strengthen the makeup category at LoveChild.

**In a bid to penetrate the ever-evolving and dynamic beauty segment, LoveChild has partnered with leading e-commerce destination, Myntra Beauty, to launch the all-new Highlighted Nakhre highlighter palettes and Band Baaja Blush crème blushes.** With **1400+ brands and 75,000+ products**, the Beauty and Personal Care category has been one of the fastest growing categories on Myntra and continues to rampantly scale its scintillating selection of international, domestic as well as D2C brands with an emphasis on catering to the various need states and niches of consumers.

**Commenting on the association and new launches, Masaba Gupta (Founder, LoveChild) said** "These two new launches are my current favourite beauty products - nothing like a good highlighter and some blush! Each shade has been curated to suit everyone from a light skinned girl to the brown kudi! With immense love from across the country, this time around we have partnered with Myntra to drive discoverability for the brand across the country & to emerge as a powerful player in the beauty segment. I am thrilled to kick off this association & what better way to enter the face makeup category with 'band,bajaa & a 100 watt glow!

**Touching upon the addition of Lovechild's new range on Myntra, Sharon Pais, Chief Business Officer, Myntra said said,** "We are excited to be Lovechild's destination of choice as they step into the face makeup category with the launch of their stellar highlighter palettes and crème blushes. Youth icon Masaba Gupta's signature style truly reflects in the products that are poised to strike a chord with our thriving base of beauty enthusiasts looking for high-quality, conscious and trendy make-up and wellness choices at accessible price points. Myntra Beauty has been witnessing an uptick in demand

in the makeup and wellness category and we are certain that Lovechild's new launches are set to elevate our portfolio, further strengthening our relationship with our shoppers."

'Highlighted Nakhre' is available in 2 exciting palettes '*Chandni*', which is specifically formulated for fair to medium complexions and '*Sitara*', specifically formulated for dusky skintones. These palettes are each priced at INR 1,800 each. These luxurious highlighters melt like butter on your cheeks, thanks to their special cream to powder texture. Its unique 3D rainbow reflection leaves you with a 100 watt glow so you always 'Slay the Spotlight'. This wedding season, show some nakhre, and get ready to shine bright, the Chandni and Sitara way.

'Band Baaja Blush' is a range of highly pigmented creme blushes, available in 6 vibrant shades that are suitable for all Indian skintones. The never seen before shades include '*Bubblegum Baraat*', '*Shocking Sharbat*', '*Lal Lal Land*', '*Cinnamon Choli*', '*Brown Kudi*', and '*Peach Puchka*' and are priced at INR 750 each. Made with nourishing oils and infused with HA, Squalene and Shea Butter, these blushes give you a dewy finish with a long lasting matte effect.

Beauty is also a top-performing category on Myntra's live commerce proposition, M Live with 100% engagement rates being witnessed across its sessions coupled with a significant growth in its live streaming traffic too. LoveChild's Founder, Masaba Gupta will also be participating in a M Live to interact with her beloved fans and beauty enthusiasts alike on 22nd February as she showcases the brand's latest launches 'Highlighted Nakhre' and 'Band Baaja Blush' which shall be simulcasted on [Myntra Studio](#), [Myntra's Instagram page](#), [Myntra Beauty's Instagram page](#), [Lovechild's Instagram page](#) and [Masaba's Instagram page](#).

All LoveChild products are PETA certified, vegan and cruelty-free, and are available online at [lovechild.in](#), [Myntra Beauty](#) and at House of Masaba stores across India.

Link to the brand film - <https://youtu.be/EUkVFL5AQto>

#### **About LoveChild:**

Curated and attested by Masaba Gupta, LoveChild is an honest, playfully-vibrant beauty brand, that's embracive of all skin types and skin tones while being truly desi. Every product in the LoveChild portfolio boasts of the best ingredients, shades and formulations that are high performing. Enabling a unique expression of self-love, LoveChild celebrates the Queen in you!

#### **About Myntra:**

Myntra is one of India's leading platforms for fashion and beauty brands and in m-commerce play. An integral part of the Flipkart Group, Myntra brings together technology and fashion to create the best experience in the fashion and lifestyle space in India. Myntra platform offers a wide range of over 6000+ leading fashion and lifestyle brands in the country such as Maybelline, H&M, Levis, Tommy Hilfiger, Louis Philippe, MANGO, Forever 21, Marks & Spencer, W, Biba, Nike, Puma, Crocs, M.A.C, and Fossil and many more. Myntra services over 19,000 pin codes across the country.

#### **About Masaba Gupta:**

Masaba Gupta, an Indo-Caribbean fashion designer started her eponymous label, House of Masaba in 2009. An icon for fashion aspirants, she is credited for transforming the face of the fashion industry ever since her promising debut at the Lakmé Fashion Week at the age of 19. She is revered globally as the 'Queen of Prints' and has also won the spot on the Forbes 30 under 30 list in the year 2017. Notably, her 'India-proud' label with a Caribbean heart blends two varied cultures and thoughts to transform everyday mundane items into unconventional motifs and prints.

In the past, she has collaborated on multiple limited collections of beauty products with various brands. Adding to her globally trendsetting repertoire, she collaborated with an original HBO series 'Game of Thrones' launching the Masaba X GOT capsule collection. The diffusion label stocks at luxury international shopping destinations like Essence in Jumeirah and Taj Exotica, Maldives; Vesimi in Dubai; reaching out to the elite clientele in the United Kingdom with Este Couture and Pernia's Pop-Up Studio, taking over the United States of America with Anokhi Ada in Georgia, Desi Couture in Houston, and Aada in Bangkok, and 9 stores across India. She is also the first and only Indian designer to have a Netflix series inspired by her own personal life and fashion journey.