



JAMIES CHARLES

makeup artist/internet personality helps launch

Morphe Cosmetics at Square One

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story Laurie Wallace-Lynch photography Steve Uhraney

“It’s like Beatlemania at Square One,” observed Goodlife photographer Steve Uhraney while photographing the recent opening of the Morphe Cosmetics, where an enthusiastic crowd stood shoulder-to-shoulder, excited to try Morphe makeup first hand, and to get a chance to meet superstar makeup artist and internet personality James Charles.

“It was a truly marvelous grand opening!” exclaims Emine ErSelcuk, vice president of global retail for Morphe. “We estimate that 10,000 people attended the event. We were able to attract such a large crowd because we had special

guest, James Charles join us for the ribbon cutting. Aside from being the mastermind behind our Morphe x James Charles Eyeshadow Palette Artistry Palette collaboration that has sold out globally several times, James has 14M followers on Instagram and a loyal fan base. Separately, Morphe has its own avid consumer with 9.3M fans on Instagram.”

Founded by brother and sister duo, Linda and Chris Tawil, (Linda is a makeup artist), Morphe has developed a loyal fan-following, delivering professional quality makeup and artistry tools at accessible prices. The siblings started out

selling brushes at industry trade shows and revolutionised the company into the brand it is today, selling a wide range of eyeshadow palettes, highlighters, lipsticks and other products—and of course, brushes.

“The Tawils recognised the power of social media in the early stages of building their company and aligned with beauty makeup artists and bloggers who consistently shared their love of Morphe products with their own growing fans and follower,” explains Emine. “Their social media awareness, combined with its exciting, quality products at accessible prices, has fueled the high growth and expansion of the brand in the last several years.”

The brand has not traditionally been available in brick and mortar stores, with products only available online, so it's hardly a wonder that fans lined up to try some of the best-selling items in store and to rub elbows with a global makeup guru. James became the first male ambassador for Cover Girl. He also won a People's Choice Award for Favourite Beauty Influencer.

“Linda and Chris Tawil originally met James at an industry trade show and they became friends over the years and have supported one another in various ways,” explains Emine. “As an example, James was the face of our very first holiday campaign in Fall 2017. Ultimately, when James came to Linda with a brilliant idea about creating an artistry palette to “bring out your inner artist” geared to the everyday makeup enthusiast; the Tawils were quick to lend their support. Morphe advocates for the makeup influencer community in many ways and James' palette launch is further confirmation of our deep care for our influencer partners and their creative vision. The quality and price of the makeup further solidifies our values as a company—to ensure that every person can afford the tools and makeup to be creative.”

The Morphe x James Charles Eyeshadow Palette Artistry Palette retails for \$50 plus tax.

“It is James' first and only makeup collaboration and he wanted to encourage his fans to unleash their inner artist when he developed the 39 dialed-up, deeply pigmented shades,” explains Emine. “The eyeshadow palette includes four rows of stunning colour combos and one row of super-sized shades that he felt would be the most popular. Literally, any look that can be dreamed up can happen with this palette—it's a virtual rainbow of pressed pigment colours.

You can see many of the gorgeous looks James created with his palette at @jamescharles.”

You will surely feel like a kid in a candy store when you see the dazzling array of colours and products at the new Morphe store at Square One.

“Our stores are developed to be the best possible expression of the brand in a fully immersive experience,” says Emine. “We feature bold graphics throughout the store, so that you get a sense of who we are – an artistry brand – and can navigate the store easily. We've curated




the merchandise so that you can shop best-sellers, newness, trends, and influencer favorites. We offer 300+ brushes – natural, synthetic, and even vegan options. We have numerous options for eyes (eyeshadow palettes with 35, 25, 15 shade options), lip (lipstick, lip crayon, lip liner, lip gloss), blush, bronzer, highlighter, foundation, concealer, powder, lashes, brow, and third party brands such as Jeffree Star Cosmetics. All products are cruelty-free.”

Morphe Beauty Artists are certified to deliver Instagram-worthy makeup applications.

“Anyone can come into our store at any time to get a free, custom consultation with one of our certified Beauty Artists,” states Emine. “We offer quick services that highlight some of the best of our Instagram-worthy looks including “ride or die eyes” eyeshadow, “brow up” brow application, “lash out” eyelash application, and “kiss & tell” lips – amongst others. We will customize the service to each customer.”

Emine mentions a catchy slogan on their faux neon sign which says ‘Blend The Rules’; “It's a play on words, since our heritage is brushes, but we believe that makeup should be fun. Anything goes.”

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