

'GO RED, GET PINK!' with Maybelline New York

Singapore, 23 May 2008 – Be beautiful – inside and out – with Maybelline New York's grand plan for July. Hand in hand with too cool for school illustrator FleeCircus – you know her from her work with MTV Asia, Zouk and Levi's – they've come up with PINK IN BLOOM, a brand new collectible compact case for their AngelFit Two-Way Foundation.

The specially designed casing is a first for Maybelline and a first, too, for the local artist. FleeCircus, otherwise known as Lee Wai Leng, a graduate of LaSalle, has been at the forefront of the local illustration scene, working her pencil for luscious, whimsical renditions of butterflies, ladybugs and more.

Putting the spotlights quite firmly on the shining stars of our local design and creative scene, Maybelline has commissioned Lee to create a beautiful, surreal portrait of the Maybelline girl. She's relaxed yet confidently chic and oh-so-New York.

And of course, it won't just be the pretty casing that'll draw your attention. Every Maybelline PINK IN BLOOM limited edition set (which comes with the collectible case and a free refill) has an even bigger purpose – because a portion of the proceeds from every set sold will be donated to Action For Aids (AfA).

That's just two more reasons to indulge in more Maybelline makeup. As if you needed a better reason. After all, every Asian girl knows that the AngelFit Two-Way Cake was developed to meet our desire for flawless skin and its sheer finish hides your imperfections, not your skin!

The PINK IN BLOOM Limited Edition Set includes 1 case and 2 refills. It will be available in July at Watson's, Guardian, selected departmental stores and major hypermarkets for \$29.90.

About FleeCircus

Fleecircus is Lee Wai Leng, a Singaporean illustrator with over 12 years of experience. Best known for her work for Anna Sui, Chanel and MTV Asia, the Lasalle graduate has participated in international exhibitions such as the London Design Festival and the My Favourite Moleskine show which toured three cities – Singapore, Hong Kong and China. Now currently working on the newly opening Singapore Peranakan Museum as a creative consultant, the illustrator starts working from pencil sketches then applies detail vector based drawings onto the final art piece. She also contributes sketches and artwork to her blog – lifeandcoincidences.blogspot.com

Q&A with FleeCircus

Q: How did the collaboration with Maybelline New York come about?

A: [The Maybelline New York team found me through my work and my website](#) – they were looking for creatives in Asia to front a charity effort. When I found out that the entire campaign would benefit the AfA, I signed up in a heartbeat.

Q: Tell us about your design for Maybelline New York.

A: Knowing Maybelline has always project a young, active and urban image. I decided to use a feminine icon, the image appears to be relaxed and at ease with herself. That's what I envisioned the Maybelline girl -- Relaxed and totally confident with herself.

Q: Where do you find your inspiration?

A: Nature, books and art.

Q: How did you develop your own style of illustration?

A: My style is constantly changing, I will not try to remind in a certain style for too long; I see it as a natural progression of growth.

Q: What do you like drawing the most?

A: I especially like drawing children, women and nature.

Q: Can you tell us more about a project of which you're most proud.

A: In every project I undertake, I feel pride in the work that I do as I am creating it. I prefer the process – of working on a new piece – than seeing the completed artwork on its own.

About AfA

The AfA is one of Singapore's groundbreaking voluntary community organizations, focused on providing support and assistance to people living with HIV or AIDS. Its mission is to increase awareness and acceptance of the disease; to combat discrimination and stigmatization of these persons and their families. Run mostly by volunteers, the organization also wants to encourage AIDS-related research such as intervention programmes for human resource managers and sex workers. AfA operates the only anonymous HIV-testing facility in Singapore.

###

For more information, please contact:
Maeve Tan
Product Manager – Maybelline New York
L'Oreal Singapore Pte Ltd
DID: 6233 0313
Email: maetan@sg.loreal.com