

MAC Cosmetics Announces New Website Launch And Christmas Collections



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Author: [MAC Cosmetics](#)

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MAC Cosmetics has announced the launch of a newly designed website that fuses art and e-commerce.



The website redesign includes a number of new ground-breaking technological features as well as launching a collection of Christmas 2009 gift sets, MAC Palettes and makeup shades for the festive season.

"Websites act as their own entity and they tell you when they want to be redesigned," said James Gager, Senior Vice President/Creative Director, M·A·C Worldwide. "We looked at the M·A·C website in its entirety and wanted to redesign it in a way that was interactive and playful yet still very M·A·C. We incorporated new technologies that engage our customers in a way that they haven't been before, by playing with vibrant colour, incorporating videos, and adding edgy new collection and product visuals that will make a serious impact."

One of the key new features reinforces MAC's authority in colour with the new Colour Play feature, which is unique to the website. It is an innovative immersion into colour that allows consumers to view, compare and shop for colour and texture across all product groups, from [MAC eyeliner](#) to lipstick and glitter.

A second innovation to the site lets the consumer learn how to professionally apply their favourite [MAC blush](#) or eye shadow with MAC's new brush finder; an interactive tool that allows consumers to educate themselves on the various brush types in order to choose one that will best suit their specific needs.

Continuing with the theme of educating the customer, MAC has launched a series of 'How to' videos in which MAC's Senior Makeup Artists offer their expertise via step-by-step tutorials that provide makeup tips, techniques and detailed product benefits; from learning how to apply [MAC eyelashes](#) to creating the perfect red lip.

The Christmas colour collection boasts an array of pretty pastels for the lips and smokey purple tones to adorn the eyes. MAC assortment of perfect holiday delights are also back, showcasing perfectly presented Christmas sets such a Naughty Noir Eye Bag – containing [MAC mascara](#), pigment and eye liner.

About [MAC](#) [Cosmetics](#)

Makeup Art Cosmetics, better known as MAC Cosmetics, was founded in 1984 in Toronto. MAC Cosmetics' first US store was opened in 1991 in Greenwich Village. Ten years after its initial opening, MAC Cosmetics was acquired by Estee Lauder Companies.

The company's products were originally designed for makeup artists but have since been opened up to consumers worldwide. The company, however, has stayed true to its roots by offering a MAC PRO Program that is designed to help professionals in the cosmetics industry by offering discounts on products.

As well as this program, MAC Cosmetics offers four social initiatives including no animal testing, recycling rewards, a program to help children with HIV/AIDS and the MAC AIDS Fund.

For further information about MAC Cosmetics or this press release please contact:

Julie Roberts
Ecommerce Assistant Manager UK
MAC Cosmetics
73 - 75 Grosvenor Street
London
W1K 3BQ
0870 034 6561
www.maccosmetics.co.uk

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