

Marimekko unveils Clinique packaging collaboration

By [Sandra Halliday](#) - January 2, 2018

As brands seek to add compelling reasons for consumers to buy their products in the austere post-Christmas environment, print and textile specialist Marimekko has announced a link-up with global beauty brand Clinique. They will offer “new, print-centric beauty products”. The collaboration will see an online launch later this month and a store debut in February.



Marimekko/Clinique

The Marimekko for Clinique Limited Edition Collection features packaging based on the powerful prints for which Finland-based Marimekko is known. It will be available worldwide for a limited time (we’re not told for how long) at department stores that have Clinique counters, as well as online.

The collection introduces Clinique’s newest lip product, Pop Splash Lip Gloss +

Hydration, as well as lipstick and gift with purchase items, all dressed in prints designed by Annika Rimala.

The textile and fashion firm's marketing chief Päivi Paltola said the brand "was created to bring colour and happiness into people's everyday lives" and that approach is being carried through into this collaboration.

Meanwhile, Jane Lauder, Clinique global brand president added that "this collection captures the quintessential modern aesthetic of Marimekko and the bright vibrancy of Clinique to inspire and empower women."

And Minna Kemell-Kutvonen who is in charge of the Finnish firm's print design, said: "The prints chosen for the collection represent some of the most recognisable and celebrated Marimekko designs of all time. They capture the craftsmanship behind [our] art of print making: utilising overlays of colour and surprising colour combinations to create impactful designs."

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