



Perfect365® and Celebrity Fashion Designer Laurel DeWitt Let You Try on Couture Crowns

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By: BUSINESSWIRE LIVE FEED

Perfect365®, the free makeup and beauty app loved by celebrities and more than 80 million users, announced today it will release two new makeup looks designed by celebrity fashion designer Laurel DeWitt. With these two free looks, fans can virtually try on makeup and crowns seen on the runway as part of DeWitt's NYFW FW16 collection, including a crown worn by Beyoncé in her recent Hymn for the Weekend video. Both the "MetalChic" and "Queen" looks are available for free in the "Brands" category of the app.

This Smart News Release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20160609006478/en/>

Perfect365 users can try on Beyoncé's Crown designed by Laurel DeWitt (Graphic: Business Wire)

In honor of this newest collaboration Perfect365 will host an exclusive giveaway, in which users can share their best "MetalChic" and "Queen" makeup looks for a chance to win amazing gifts from Laurel DeWitt and Perfect365. More information and official details will be available on Perfect365's Facebook page.

With more than 80 million users, Perfect365 is the most popular digital makeup app worldwide, giving style lovers unprecedented creative options and looks to try. Thanks to more than 200 Hotstyle one-tap makeovers, more than 20 customizable makeup and color tools, Style it! clothing and accessory recommendations, and step-by-step how-tos that make recreating Hotstyles with real-life makeup a cinch, Perfect365 has become the go-to app for selfie, makeup and fashion enthusiasts around the world.

"I am so excited to collaborate with Perfect365 to share the brand's unique runway makeup as well as give all users a chance to virtually wear a Laurel DeWitt crown," says Laurel DeWitt. "I want women (and men) to feel empowered, beautiful, and strong and together with Perfect365 we can offer our audience a chance to feel like a queen (or king)!"

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Laurel DeWitt is a seasoned designer and artist and in addition to her own brand, she is a graphic design, branding and marketing maven—effortlessly bringing creative visions into fruition. Laurel's hand-crocheted metal apparel continues to rail against our classical conceptions of 'clothing' with new silhouettes and pioneering techniques more complex than ever before. Clean lines showcase the diametric results of DeWitt's complicated process, illustrating the designer's unparalleled mastery over the vast behaviors of metal. She reimagines elaborate work from legendary embroidery houses like Maison Lesage, with colorful metal flowers, entirely hand-cut, hand-rolled, and hand-painted to create a stunning display of incredibly meticulous metal work. As she cuts, bends, twists, and inks metal, Laurel DeWitt is known not only as a fashion designer, but also a sculptor, architect, artist, and visionary in every true sense of the word. DeWitt's VIP clients include Alicia Keys, Amber Rose, Beyoncé, Brandy, Carmen Carrera, Cyndi Lauper, Dascha Polanco, Fifth Element, Kelly Rowland, Khloe Kardashian, Lady Gaga, Laverne Cox, Lenny Kravitz, Nicki Minaj, Steve Aoki, Swizz Beatz, Usher, Vanessa Hudgens, will.i.am and others.

"We are beyond excited to be working with a designer as talented as Laurel DeWitt again. Her creativity and unimaginable design capabilities exemplify the type of inspiration we strive to bring to our users," said Vickie Wei, Director of Integrated Marketing, Perfect365.

"Now our users can try on high-fashion inspired looks straight from the runway."

Giveaway winners will receive one of two amazing gifts:

Five Grand Prize Winners will win one of Laurel DeWitt's gorgeous handcrafted metal accessories.

20 Finalists will win a Perfect365 BeautySquad Selfie Stick and surprise makeup box with tons of goodies.

Perfect365 has become the makeup and entertainment industries' fully customizable digital platform, allowing users to try on looks from GSN's hit TV show Skin Wars, Universal's The Huntsman: Winter's War, and Sony's Pixels. Users also benefit from the app's "try before you buy and apply" digital makeup looks from top brands including celebrity makeup artist Susan Thompson's eponymous label, Michelle Pham's beauty box ipsis, and the fast growing indie label **Nudestix**.

<http://www.financialbuzz.com/perfect365-and-celebrity-fashion-designer-laurel-dewitt-let-you-try-on-couture-crowns-473342>