

# INDULGE

EVERY SUNDAY



BEAUTY AND STYLE

## Celeb Makeup Lines Hit Shelves At Target

Target, which has won fans with its designer fashion collaborations, is putting a new face on the pair-up concept. Three premium beauty lines by celebrity makeup artists Napoleon Perdis, Petra Strand and Jemma Kidd have hit the superstore's shelves.

The new celeb lines seem like an expansion of the concept behind Target's Go International collections, which bring to the masses affordable fashion, with lines by runway names such as Proenza Schouler and Jovovich-Hawk. But the retailer's latest attempt at luxury has a glaring difference: price. Instead of being discounted offshoots, many of the new products are priced on par with top-of-the-line counterparts sold at Neiman Marcus and similar stores.

How do the newcomers perform? We put a couple to the test, comparing them with the pricier originals.

### Foundation

Napoleon Perdis' signature product, his Minimal Makeup SPF 10, is oil-free and sheer and can be layered for more color. Soft, satiny and light, it gave skin a porcelain-smooth finish. It's pricey at \$40 for 1 fluid ounce, but it stayed put from morning to midday, taming an oily complexion.

The Target equivalent, NP Set Memory Foundation, is considerably cheaper, \$30 for 1.76 fluid ounces. The back of the bottle calls this liquid a tinted moisturizer, and it's runnier than its upper-crust cousin, but it had remarkably good coverage and lasted two hours longer than a comparably priced foundation.

### Mascara

Jemma Kidd Makeup School Semi-Permanent Lash Tint is the best-known product in Kidd's signature lineup. With a contoured brush that catches tiny, hard-to-reach hairs, it performs like an actual lash tinting treatment. Though the \$28.50 tube doesn't go for va-va-voom effects, two coats produce a natural finish that lasts 24 hours with no clumping.

Weighing in at \$17 is JK Jemma Kidd Ultra Plush Volumizing Mascara, the Target line, which promises pumped-up, lengthened, supermodel lashes. It does thicken, but boy does it clump.



**Napoleon Perdis**  
Minimal Makeup SPF 10  
\$40 for 1 fluid ounce



**Target's NP Set**  
Memory Foundation  
\$30 for 1.76 fluid ounces