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## Feature

### Ready, Set-Go!

Napoleon Perdis launches NP Set collection with Target

By Melissa Meisel  
Associate Editor

What's cool? It's simple, available at one of the top bargain retailers nationwide and it's aimed toward glamour girls on the go? The new fashion-market makeup collection, NP Set, by Target from Napoleon Perdis is, for fall 2008.



"Think rich colors, cool trends and fun products that are easy to use," said Mr. Perdis of the new line. "Touted for its easy-to-use products, affordable price points and multi-fused color options, NP Set is aimed at time pressed, savvy women craving high-end beauty buys on a budget. I was motivated by the challenge of creating a fashion-makeup collection for the discerning shopper who refuses to sacrifice quality for price," he said.

Drawing inspiration from the world's fashion capitals, with products named for notable destinations, the extensive color cosmetics collection includes lip, eye, cheek, foundations, concealers and powders as well as brushes. It also has NP's popular, face and feet creamers/lotions "what's hot for me" with a list of all active ingredients contained in each product. To catch the eye of the savvy shopper, NP Set also features an inspired packaging graphic with a mix splashed with vibrant palm trees and star motifs concealed within the lines.

The line will retail through 1,000 Target stores as well as on [www.npsetcosmetics.com](http://www.npsetcosmetics.com). Target selected the brand as one of its new "breakthrough" fashion beauty brands. Prices range from \$12-\$40.

The past year has been favorable to the Australian native and seasonal makeup artist. Besides launching NP Set, the company will remain a core as official makeup partner to the Franchising Group, Avonca. The company is also celebrating the 10th anniversary of the release of its cult classic, AUTO-FIT, PRO-FORMATION BRIMS, with the appointment of model-turned-actress Kelly Rowland as the face of a new marketing campaign.

With four concept stores in California, the beauty brand continues its association with electronic retailer MSN. The company currently has 50 stand-alone concept stores and over 200 point-of-sale locations across Australia, Singapore, Zealand and is independent in the US. In 2006, Napoleon Perdis expanded into Canada as well. Since its launch in 2005, the brand has gained an impressive celebrity clientele that includes Evangelina Lilly, Winona Ryder, Courteney Cox, Rachelle Gowen and Amanda Dwyer, among others.

For more press, [www.npsetcosmetics.com](http://www.npsetcosmetics.com).

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