

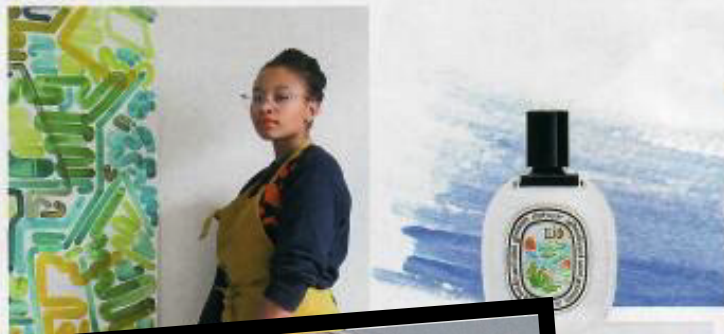
Lamia Ziadé

A big part of the mission of hair-care brand Shaeri is to give women a voice. Stories of inspiring women from around the world are shared on the company's website, and French Moroccan founder Meryem Benobar recently sought out a female artist with whom to join forces: Lebanese illustrator Ziadé, whose work explores her country's civil war. To depict the strength of Arab women, a silhouette is the focal point of her designs for Shaeri, painted in colors of significance. "The hair is blue like a Mediterranean woman's, which is (often) black but looks like it has blue highlights in the sun. The red mouth reflects femininity but also sophistication," says Benobar. "This woman is Lamia, it's me, it's us." The figure is shown in a garden of prickly pear cacti, the star hydrating ingredient in the collection, and a plant that blooms throughout Morocco.

BEAUTY REPORTER

works of art

Painters and illustrators are turning beauty products into canvases and our bathroom shelves into exhibition spaces. BY PAIGE STABLES



THE BEAUTY EXPERT
allure



Cossé

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