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BEAUTY

## J.Crew Adds Make Beauty to Its Impressive Beauty Lineup



Zoe Ghermer

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BY: SARAH WALTER

J.Crew has its fingers firmly on the pulse when it comes to naming the emerging talents in beauty. Case in point? Tata Harper's Resurfacing Mask (\$55; [sephora.com](http://sephora.com)), RMS's complexion-transforming Living Lumizier (\$38; [rmsbeauty.com](http://rmsbeauty.com)), and the brand's own debut fragrances (\$78; [jcrew.com](http://jcrew.com)) are just a few beauty offerings to have developed cult like followings since being teamed with the mega brand. And now J.Crew has tapped Make, a cosmetics company that prides itself on self-expression and art-inspired color palettes, to join its beauty lineup.

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Today J.Crew introduced three of Make's most coveted (and innovative) items that stand by J.Crew's signature pared-down aesthetic and will be available through the retailer: the Super Matte Lip Pencil (\$23; [jcrew.com](http://jcrew.com)), which adds a matte finish to lipsticks, the Make Skin Illuminator pen (\$34; [jcrew.com](http://jcrew.com)), which awakens skin and imparts a subtle illuminating sheen, and the Custom Finish Effects Matte/Dew (\$27; [jcrew.com](http://jcrew.com)), which combines two finishes: a mattifying gel that will keep shine and fine lines at bay and a moisturizing formula for a dewy finish. The products will be available on [jcrew.com](http://jcrew.com) starting tomorrow.



Zoe Ghermer

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