

Mr Price launches own Scarlet Hill beauty collection

South African retailer Mr Price has just launched its own beauty brand named Scarlet Hill.



The new product offering comprises over 200 products across 8 categories, including lipsticks, eyeshadows, BB creams, beauty tools and fragrances.

"This brand is not just about make-up, it's about giving people the opportunity and freedom to celebrate and express who they are," says Donovan Baney, MD of Mr Price.

The brand name was inspired by Mr Price heritage.

Scarlet comes from the colour scarlet red – an update to the famous MRP red – while Hill refers to the location of the first MRP store, opened on Brickhill Road in 1985.

SAMA-winning artist Shekhinah has been announced as the face of the brand, while celebrity make-up artist Lungile Thabethe takes on the role of head make-up artist of Scarlet Hill.

On what customers can expect over the next few months, Thabethe says, "There's something for everyone! From bold and bright to more subdued, soft glam looks, there's a lot to look forward too, plus the copper ice bronzer is everything."

A limited-edition tropical heat range has just launched online and in 40 Mr Price stores nationwide.



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