

Press Release, October 2022

## **Texen reveals new makeup palette for Les Filles en Rouge brand**

**When the Rouge brand decided to accelerate its development in the makeup segment with a palette with an original design, Texen was on hand to accompany the launch, researching the perfect shade, adjusting the packaging to the formulas and offering a specific decoration technique. This collaboration puts the consumer experience at the heart of the development.**

Two years after creating Rouge in 2016, Jeanne Damas and her business partner Jérôme Basselier launched their first beauty line. With this face palette, the brand is offering itself a new identity. Jeanne Damas offers each woman the opportunity to express her own beauty by mixing ultra-natural formulas on every part of the face.

This collaboration between Rouge and Texen Beauty Partners bears witness to the division's capacity to accompany emerging brands.

### **A turnkey development**

Texen was in charge of the global packaging development of this large-format palette, redesigning its interior to house highlighter and blush formulas in a range of shades. Texen Beauty Partners was alert to developing a pack with a design and format that make all the difference.

### **Product design and unique parts**

For the "tortoiseshell" motif so dear to the brand's founder, Texen Beauty Partners found the perfect combination between color research and decoration using a water transfer technique, in line with the designer's expectations. Floating on water, the décor is instantly deposited on the part when it is immersed. This application technique allows the palette to be fully covered, giving it all its charm with the orientation and position of the motifs. This process necessitated particular agility and vigilance when it came to quality control.

