

Val Garland to create makeup for L'Oréal Paris



L'Oréal Paris has named Val Garland its global make-up director, a role which will see her involved in everything from product innovation to make-up artistry for the brand and with this the drugstore makeup is about to get a whole lot better.

The legendary makeup artist Val Garland will be L'Oréal Paris's first global makeup director, working on product innovation and makeup artistry. A familiar face backstage at London Fashion Week, where she creates the beauty looks for shows such as Erdem and Preen, Garland is also one of Vogue's most frequent collaborators and was responsible for the make-up on the cover of the new June issue, starring Alexa Chung.

Garland said, "I can't wait to get inside the science labs at this number one beauty brand and co-create the make-up that I want to use - and that I think women the world over will want to use too. I've always said we don't need to spend a lot of money to get brilliant, innovative, superior quality make-up products and L'Oréal Paris proves that. I'm looking forward to the challenge of taking on the creative make-up direction at this global brand."

Garland has had a storied career in editorial and runway beauty, creating many of the radical beauty looks seen at Alexander McQueen and Vivienne Westwood shows. She's glued flowers onto the face for Preen, has dunked models' faces straight into glitter for Westwood and coined the term "just-snogged" lipstick trend that beauty editors fell in love with at London Fashion Week autumn/winter 2017 - Garland is, without doubt, an inspired choice for such an established brand.