

BEAUTY, BEAUTY FASHION, FRAGRANCE

Rodin's Return

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Estée Lauder acquired luxury skincare line, RODIN olio lusso in late 2014. The merger sent a tingling sensation through the beauty insiders who had built a cult following around the RODIN brand and its patron saint, founder Linda Rodin. With natural oils from her local health food store and a sturdy coffee cup on her bathroom floor, the former model turned skincare guru, shared her formula with her celebrity friends and transformed the passion project into an it-girl staple. After the announcement of the merger, RODIN fans were left chomping at the bits as the news died down and no product from the merger appeared. Two years later, RODIN has returned to the spotlight with an artfully crafted line of skincare essentials and five eye catching lip colors that mirror the elegance and stylish minimalism that are the hallmarks of her personal and public brand.

Color cosmetics are a new venture for the famously understated RODIN brand. Could it be the Lauder mega-machine wielding some creative influence? Or, if her recent features in Grey, Elle and Vogue are any indication, Ms. Rodin might just know that the perfect complement to bare, oil nourished face is a bold lip. Whatever the reason, Ms. Rodin has done it right. The creamy, highly pigmented

formula is made with a blend of eleven oils, neroli and jasmine. The precious oils leave lips feeling luscious and moisturized yet textured. The lip colors are also long lasting. As time passes the lipsticks wears down to lip stains, a feature that many insiders say allows them to shift their looks from day to night effortlessly.

The collection is a diary of Rodin's eclectic life. The raspberry shade "Billie on the Bike" is inspired by a lip color Rodin's mother wore in a 1950's home movie. "So Mod" is a sandy nude that celebrates Rodin's mid-century muses including Twiggy, Brigitte Bardot and Marisa Berenson. The collection and its inspirations are humorous, witty and nostalgic. Just take "Winks", a Schiaparelli pink that pays homage to Rodin's beloved poodle. The playful nature of the line is what makes it most attractive. In the age of the contour, the strobe, and the never ending quest to blend our faces out of existence, the line's simple aesthetic (a clear stunning rectilinear casing) and commitment to wellness and beauty are a breath of fresh air that this author is more than happy to take.

RODIN oillio lusso is currently available for pre-order.