

Missha cosmetics range launches across Asia



South Korean cosmetics range Missha has expanded its presence across Asia and has launched its Line Friends edition cosmetics collection in 12 countries.

According to its operator, the brand is now

available in China, Taiwan, Hong Kong, Thailand, Singapore, Malaysia, the Philippines, Brunei, Myanmar, Mongolia, Kazakhstan and Vietnam.

The Line Friends edition cosmetics collection features the 10 signature characters from Naver's mobile messenger app Line, and is expected to be most popular in Taiwan and China where the messenger app is most commonly used.

There will be between 10 to 70 products launched in each country, depending on the reception for the brand and the market conditions.

As reported in the Korea Herald, Able C&C's Overseas Business Director Lee Gwang-sub, said, "We expect our Line Friends edition cosmetics to help drive up Missha's sales and brand awareness across Asia."

Dior announces Bella Hadid appointment through power of Instagram

French fashion house Christian Dior has appointed household name and supermodel Bella Hadid as its latest beauty ambassador, harnessing the inimitable power of Instagram to make the announcement.

Hadid has become a worldwide sensation alongside her sister Gigi Hadid, with both becoming much-sought after names on and off the catwalk in terms of beauty promotions.

Dior used its Instagram account to initially make the announcement, before taking over Hadid's personal account to make a secondary statement, harnessing the power of her 4.6 million followers in the process.

Hadid is the newest face and brand ambassador for the brand and will feature in marketing campaigns while also starring in the company's runway shows.

