

Gisou & Cedric Grolet New Launch: Honey-Infused Lip Oil & Dessert Duo

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Gisou has announced a partnership with French pastry chef **Cedric Grolet** for a new launch. They are introducing three **Honey-Infused Lip Oils** in fresh shades: Vanilla Glaze, Sticky Toffee, Milky Mocha.

A Delicious Collaboration

Grolet created three exclusive pastries inspired by the new lip oil shades. Each dessert includes **Mirsalehi Honey**, Gisou's signature ingredient. These pastries will be available at **Cedric Grolet Opéra** in Paris on **October 4 and 5**.

Brand & Chef Statements

Gisou founder **Negin Mirsalehi** said she admires Grolet's pastry artistry, and felt this collaboration blends beauty and dessert.

She highlighted that using her own honey in the recipes makes the project especially meaningful.

Grolet described the collaboration as exciting because both he and Gisou respect tradition while innovating.

Product Details & Release

The new lip oils expand Gisou's Honey-Infused Lip Oil line, which first emerged in 2022.

The lip oils launch globally on **September 22** via **gisou.com** and **Sephora** stores.

Early previews will run on the **Sephora North America and Europe apps**.

Why It Matters

This partnership illustrates how beauty brands are branching into multisensory and edible-inspired experiences. It connects product release with taste, aesthetics, and storytelling, enhancing consumer engagement.

Moreover, it underscores the trend where ingredient authenticity and craftsmanship are key brand values.

Gisou and Cedric Grolet's joint venture proves that cosmetics and culinary can co-create inspiring experiences.

By marrying flavour, form, and fidelity, they elevate a simple lip oil launch into art.

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