

Laura Mercier Relaunches in India with Exclusive LUXASIA Partnership

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Iconic French-American beauty brand **Laura Mercier** has officially relaunched in the Indian market through an exclusive partnership with **LUXASIA India**, marking a significant expansion of the luxury beauty brand's presence in the world's fastest-growing cosmetics sector.

Founded by renowned makeup artist **Laura Mercier**, the brand has long been celebrated for its philosophy that “**beauty should enhance, not mask, who you are,**” and for its signature *Flawless Face* technique.

Iconic Products and Expert Guidance

The relaunch introduces Indian consumers to a **curated collection of Laura Mercier's most iconic products**, spanning complexion essentials, colour cosmetics, and application tools. Highlights include the **Pure Canvas Blurring Primer**, the cult-favourite **Translucent Loose Setting Powder**, **Caviar Eyeshadow Sticks**, **Caviar Matte Lipstick**, **Real Flawless Concealer**, and **Tinted Moisturiser Natural Dewy**—all designed to deliver effortless yet refined results.

In addition to the product lineup, the brand is offering **personalised consultations and expert beauty guidance**, giving customers tailored support and inspiration to elevate their makeup routines.

Strategic Partnership with LUXASIA India

According to **Ginny Wright**, CEO of Orveon Global—the collective behind Laura Mercier—partnering with **LUXASIA** was key to strengthening the brand's footprint in India. LUXASIA's deep expertise in luxury beauty distribution and omnichannel retail is expected to help expand access to Laura Mercier's products across the country.

The collaboration aims to **double distribution points by the end of 2026**, extending availability beyond metropolitan hubs into cities such as **Amritsar, Lucknow, and Ahmedabad**.

Availability Across Leading Retail Channels

Laura Mercier products are now available **online and at select retail partners in India**, including major beauty destinations such as **Nykaa, Tira, Sephora, Myntra, and Shoppers Stop**—ensuring broad access to luxury cosmetics for Indian beauty consumers.

Growing Beauty Market Opportunity

The Indian beauty and personal care market has become a strategic priority for global luxury brands, with international names increasingly expanding into the region due to robust consumer demand and a rising appetite for premium products.

With its renewed presence, Laura Mercier is poised to become a **key player in India's luxury beauty segment**, blending its heritage of refined aesthetics with localized experiences and expert services tailored for discerning customers.

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