

Laneige Unveils KATSEYE as Global Partner for JuicePop Box Campaign

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Korean skincare and makeup label **Laneige** has named the internationally rising girl group **KATSEYE** as its latest global partner, placing the six-member act at the center of its newest campaign for the **JuicePop Box Lip Tint** line. The partnership marks the first time Laneige has chosen a girl group for a global beauty collaboration.

Music Meets Beauty in Creative Campaign

The JuicePop Box Lip Tint campaign is built around the intersection of **sound, color and individual expression**, with each member of KATSEYE matched to a specific shade of lip tint that reflects her personality and creative energy. The collection blends Laneige's signature lightweight formula with vibrant, music-inspired hues designed to appeal to a broad global audience.

Filmed in a custom pink recording studio and set to the group's viral track "*Internet Girl*," the visual campaign emphasizes movement, rhythm and personal style — framing the beauty product as part of a lifestyle rather than just a cosmetic.

A Milestone Partnership for Both Sides

According to Laneige executives, teaming up with KATSEYE represents a dynamic step in the brand's global marketing strategy. While Laneige has previously worked with global personalities such as Sydney Sweeney and BTS's Jin, the collaboration with KATSEYE — a Grammy-nominated group — brings **fresh cultural relevance** and energy to the beauty brand's offerings.

Each tint shade in the JuicePop Box lineup offers up to **12 hours of buildable color and hydration**, powered by Laneige's Water-Oil Remix Complex™, and comes in packaging designed for ease of on-the-go use.

KATSEYE's Rapid Rise Adds Cultural Weight

KATSEYE, formed through a competition series and backed by major labels, has quickly gained international attention — including Grammy nominations — making this partnership a strategic fit for Laneige as it continues to expand its footprint in global beauty culture.

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