

Kay Kouture: When Fashion Meets Beauty in a Luxe Collection

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Kay Beauty, the cosmetics brand co-founded by Bollywood actor **Katrina Kaif** and Indian beauty retail giant **Nykaa**, has unveiled a high-fashion collaboration with luxury couture label **Falguni Shane Peacock**. The limited-edition collection, named **Kay Kouture**, marks Kay Beauty's first venture into a couture-influenced product line and reflects a bold new direction for the brand.

Blending the worlds of fashion and beauty, Kay Kouture features an array of collectible makeup products that draw inspiration from runway aesthetics and India's rich textile heritage. The collection includes **12 matte lipstick shades** crafted to complement diverse skin tones and luxe **face palettes** designed for sculpted, statement looks. Elegant packaging and design details echo the ornate craftsmanship that Falguni Shane Peacock is known for, turning everyday beauty tools into keepsake-worthy pieces.

According to industry insiders, the partnership represents a strategic push by Kay Beauty into the **premium beauty space** — a shift aimed at deepening brand equity, boosting margins, and widening its global footprint. This move comes at a time when Indian beauty labels increasingly look to fashion-led collaborations as a way to stand out in a crowded market.

Katrina Kaif, whose name is synonymous with the brand, described the collaboration as a celebration of **high glamour married with performance-driven formulas**. The team worked closely with Falguni Shane Peacock to ensure that the products not only look exquisitely crafted but also deliver the quality performance expected by Kay Beauty's loyal customers.

The Kay Kouture collection launched across multiple retail channels, including Nykaa's digital platforms and flagship beauty retailers in India. It is also poised for international presence, highlighting the growing ambition of Indian beauty labels on the global stage.

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