

Katy Perry Open People's Eyes with a New Lash Line

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By Kastle Wasserman | Yahoo! Contributor Network – Tue, Feb 28, 2012

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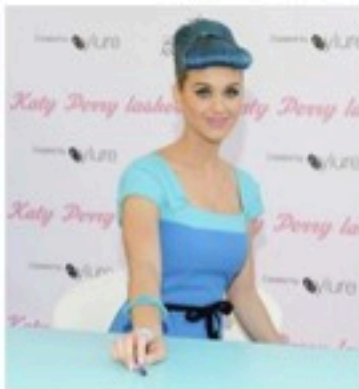
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Whether she's rockin' some blue hair or using her assets for her own version of cutesy sensuality, [Katy Perry](#) has a unique sense of style that seems to come with a little nod to retro pinup glamour and tongue 'n' cheek humor.

One of her best features is her big blue eyes and now she's sharing one of her beauty secrets with fans and makeup enthusiasts alike - false eyelashes. She recently launched a new line of Katy Perry signature eyelashes created by well known lash brand Eylure.

"I have worn Eylure lashes all the way through my tour and really loved them. When it came to having a range of my own, I wanted everyone to have a great experience with my lashes. As they have such an amazing history and great quality, Eylure was really the best choice for me to work with," says Perry.

The chart-topping pop singer was involved in every aspect of the lash design. The line includes four styles to choose from, ranging from natural to dramatic, so lash wearers can experiment with different looks. With delightful names and eye-catching packaging with pastel geometric patterns, the product is as stylish as Perry herself.

The line consists of:

- Sweetie Pie - a dainty natural look
- Oh Honey! - a full lash with a little extension in outer corner
- Cool Kitty - a thick lash with a spiky fringe
- Oh My! - double thick lashes for exceptional drama

Perry launched her new lash line at the Americana at Brand, an outdoor shopping pavilion in Glendale California. Arriving in a blue classic car that matched her blue hair and fitted dress, she greeted fans, some who had been waiting for over 24 hours. Others crowded into the beauty store Ulta in Burbank, to be one of the first 90 people to purchase the lashes three days prior and have their photo taken with Perry at the Americana event. "We sold those 90 instantly," said Ulta Beauty District Manager, Jason Tam, as a line of customers buying the lashes still snaked around the perimeter of the store. "We had people camped out overnight waiting for the store to open."

With the lash line, Perry adds to her growing beauty empire that also includes [perfumes](#) "Purr" and "Meow" created in partnership with Gigantic Parfums. Who knows what she'll come out with next!