

House of Fraser Introduces Bronze Goddess by Estée Lauder

HOUSE OF FRASER

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Author: [House of Fraser](#)

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House of Fraser, the premium department store has launched Estée Lauder's Bronzed Goddess online. In anticipation of summer, Estée Lauder has produced Bronze Goddess with a divinely sensual selection of makeup, fragrance and skincare. The Bronze Goddess collection includes dramatic bold hues for lips, eyes and nails and an irresistibly exotic, sun-drenched fragrance. Estée Lauder's self-tan and sunscreen formulas will transform anyone's skin to a golden bronze colour.



The Bronze Goddess makeup collection from Estée Lauder is available online and includes exotic, eye-popping color and seductive bronze radiance to create a dramatic new look. The collection makes skin look luminous with a heavenly sun-kissed glow; it gives eyes a sparkle with bold, juicy, metallic hues and for lips, tempting shades are on trend this season.

House of Fraser customers can create a vivid metallic look by applying the new, limited edition Bronze Goddess Liquid Eyeshadow. [Estée Lauder](#) has developed a lightweight, ultra-creamy liquid eyeshadow that delivers maximum metallic impact to eyes in just one stroke. Customers will find that not only will their eyelids look beautiful, but they stay soft and comfortable all day. For a complete eye look, Estée Lauder suggests applying the new all weather Sumptuous Waterproof Bold Volume Lifting Mascara.

In addition to these exciting new products, House of Fraser also offers Estée Lauder's popular beauty products that have returned online for summer 2010. The [Estée Lauder Bronze Goddess collection](#) includes the Bronze Goddess Soft Matte Bronzer, Bronze Goddess Soft Shimmer Bronzer, Bronze Goddess Soft Duo Bronzer and Bronze Goddess Luminous Liquid Bronzer. Each one of these exceptional bronzing products delivers divinely beautiful, natural looking, sun-kissed skin, making it easy to choose the product that is right for the customer.

For summer 2010, Estée Lauder has produced a new, limited edition Bronze Goddess Solid Perfume Pendant. This luxurious golden orb pendant with matching chain not only makes a beautiful statement, but makes application a breeze. It is easy for customers to transport through airports and wherever their travels may take them.

New to the fragrance collection for summer 2010 is the Bronze Goddess Eau Fraiche and Bronze Goddess Body Oil. Available at House of Fraser, the beautifully designed bottles offer a reminder of a sun-filled day at the beach.

Inspired by the power of the sun, the Bronze Goddess Skincare collection is available at House of Fraser and includes five sunscreen products with formulas that incorporate cutting edge enhanced UVA technology and meet the European Commission 3:1 Sunscreen Recommendation for sunscreen, five radiant self-tanners and an indulgent after-sun body moisturising tan enhancer. Each product in the Bronze Goddess skincare Collection creates a seductive experience

with a variety of textures and formulas that leave skin looking radiantly luminous and feeling nourished and irresistible.

ENDS

Notes to Editors:

About House of Fraser

House of Fraser is a department store group with 61 enviable locations across the UK and Ireland and a fully transactional website. As one of the best known names on the high street, House of Fraser has presented customers with an unrivalled nationwide department store for more than 160 years. The company was acquired by the Highland consortium in November 2006 marking the beginning an exciting new chapter in its history. The group has annual sales in excess of £1.25bn and employs 6,500 House of Fraser staff and 10,000 concession staff through 5 million sq ft of selling space. House of Fraser also stocks [estee lauder skincare](#) and [estee lauder sun protection](#).

House of Fraser media contact:

Rea Shahroudi
Online Acquisitions Manager
House of Fraser
27 Baker Street
London
W1U 8AH
020 7003 4102
www.houseoffraser.co.uk

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