

BYREDO

Astronomical Mascara

Byredo adds a new chapter to the brand's celebration of intense black lashes: a high-performance volumizing, curling and thickening mascara, designed for drama.

With meticulously manufactured silicone bristles, a curved application wand and an innovative, long-lasting formulation, Astronomical Mascara has been created to give lashes precise new dimension with a single stroke – or, with its buildable effect, XXL volumizing impact. Entirely vegan, and with 91% natural ingredients, it is the cleanest Byredo mascara yet. As ever with Byredo's mascara range, you can choose any color – as long as it's black.

Astronomical Mascara is debuted through a campaign lensed by cult photographer Hugo Comte, starring renowned musician Arca. Celebrated globally for her genre-defying creativity, transgressive soundscapes and expansive, self-defining performances, Arca embodies the Byredo approach to beauty: autonomous, experimental, and proudly individual.

"Byredo beauty is as different to the norm as our approach to scent," notes Ben Gorham. "As I started to really look at the beauty world I found much of it conservative and conventional. Ultimately, beauty is subjective – and Byredo Makeup reflects that. I wanted to create a sense of freedom in the way we communicate the products. Arca is the zeitgeist, and she represents modernity. We love her, and we love the clarity of Hugo's images, so we thought they were the perfect combination to create some beautiful portraits together."

Suspended within a neon green iteration of Byredo's totemic, ergonomic case, Astronomical Mascara presents a new addition to the brand's make-up offering which speaks to its core values: high-performance, expressive, and instinctively desirable. XXL impact across the board.

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