

# Love Island and Revolution Beauty launch exclusive make-up collection

Published Fri 27 May 2022



## [Corporate](#)

**Love Island and Revolution Beauty, a British-based cosmetics and skincare brand, have launched an exclusive makeup collection. This collection will be sold as of May 27th 2022 globally at [RevolutionBeauty.com](https://www.revolutionbeauty.com), and will also be available at retailers, with an exclusive deal at Walgreens stores in the USA and Boots in the UK.**

The Makeup Revolution x Love Island collection consists of a range of makeup products, all inspired by the various summers of love in the Love Island Villa, which will enable Love Island fans all over the world to recreate the looks of the Islanders.

Adam Minto, CEO and Founder of Revolution Beauty states: *“With Love Island quickly becoming a global sensation, we are thrilled to bring summers in the Villa to life through the limited-edition makeup collection.”*

*Lucie Stoffers, Head of Brand Licensing ITV Studios, Global Entertainment: "We are super excited to partner up with Revolution Beauty and are thrilled that Love Island fans all over the world will be able to recreate the looks of the Islanders. Revolution Beauty and Love Island are both beloved brands that fit perfectly together!"*

Love Island has become a reality television phenomenon with the show dominating social media and drawing in audiences from across the globe as it's already in 21 territories. The highly anticipated show makes audiences around the globe watch their favourite islanders' love lives unfold.

[ENDS]

## **ABOUT LOVE ISLAND**

Full of drama, romance, flirting and fun, Love Island sees its occupants living in a stunning villa in a beautiful location. They are on the lookout for romance but as always, the road to love never runs smoothly, as they must not only choose their partner wisely but also win the hearts of the public. It's up to the viewers to decide who they want to stay in the show as they watch the relationships develop and ultimately which pair they want to crown the hottest couple on the island.

Love Island is owned by ITV Studios and Motion Content Group Ltd and is distributed internationally by ITV Studios. The hit show has been commissioned in 21 territories ranging from the UK, USA to Italy and Germany and many more.

## **ABOUT ITV STUDIOS**

ITV Studios is a creator, producer and distributor of world-leading programmes and formats that people can't get enough of. Connecting millions of people every day and shaping and reflecting the world they live in, ITV Studios is More Than TV. Its Brand & Licensing department is responsible for all global commercial activities including sponsorship, brand licensing, consumer products, gaming, and live events. It represents a diverse portfolio including scripted and non-scripted content, game shows and kids titles, which offers a wide range of commercial opportunities. Brands include The Voice, Hell's Kitchen, Love Island, I'm A Celebrity... Get Me Out of Here!, The Chase, Coronation Street, Schitt's Creek, The Last Unicorn, Thunderbirds, Space: 1999, The Prisoner, and more.

## **ABOUT MAKEUP REVOLUTION**

Makeup Revolution is a British-based, independent company available in over 60 countries worldwide. Makeup Revolution falls under the Revolution Beauty brand umbrella, accompanied with I Heart Revolution, Revolution PRO and Revolution Skincare. Revolution Beauty is the fastest growing company in the UK (December 2018), according to The Sunday Times. #OpenMinds is Revolution's call for everyone to celebrate diversity, embrace imperfection, respect self-expression and support beauty in its many shapes and forms. All Makeup Revolution products are PETA-certified cruelty free, never tested on animals and 76% vegan (and growing!).

Press Contacts

[tanya.nyenwa@itv.com](mailto:tanya.nyenwa@itv.com)

Viewer enquiries

<https://www.itv.com/contact/how-to-get-in-touch>