

MAKEUP BY MARIO

MASTER METALLICS® EYESHADOW PALETTE

PRESENTED BY PURPLE PR
BY, JESS MEDWIN

PURPLE
MAKEUP ^{BY}MARIO

NEW YEAR, NEW SHINE.

PURPLE
MAKEUP ^{BY} MARIO

MASTER METALLICS® EYESHADOW PALETTE

The Master Metallics® Eyeshadow Palette is inspired by colors found within our bodies and represents Mario's love of human nature.

Light texture with a beautiful, metallic finish. Chrome-packed shadows deliver natural to dramatic effects. Gorgeous pearl pigments offer luxe, high-impact shine. Creamy formula glides and melts onto the lids.



TABLE OF CONTENTS

01	Timeline
02	Press Targets & Mailer Influencer Targets
03	Mailing Kit
04	Event Influencer Targets
05	Event Press Targets
06	Event Concept
07	Outfit Inspo
08	Event Activities
09	Gift Bags
10	Cost Breakdown

TIMELINE

AUGUST 2024 LONG LEAD

- Request samples from MBM to be sent to PURPLE
- Conduct long lead outreach seeding the new launch under embargo
- Plan and design mailer for October delivery to press and December delivery for influencers
- Aim for launch feature & gift guide placements in early December.

SEP - OCT 2024

- Begin event planning:
 - Venue, budget, target invite list, goodie bags, florist
- Continue executing the mailer:
 - Create outreach list for mailers to press and influencer recipients
 - Press mailers to deliver in October
- Continue conversations with press for coverage consideration
- Send a save-the-date for December event.

OCT -NOV 2024 SHORT LEAD

- Execute event planning with vendor meetings; Finalize contracting with venue and vendors
- Begin outreach to press and influencer for mailer opt-ins
- Desksides with editors
- Event Invitation Outreach: Send invitations 4-6 weeks before the event.
- Conduct short lead outreach under embargo
- Continue conversations with long lead

NOV - DEC

- Influencer mailers to deliver in December; Monitor socials for coverage
- Follow up with long lead and short lead outreach
- Deskside Follow-up: Confirm December print placements.
- Event to be executed in December
 - Follow up with press attendees for coverage
- Send “available now pitch” to wide data base

PRESS TARGETS



ERIN LUKAS

THE ZOE REPORT



HANNAH BAXTER

FREELANCE (INSTYLE, ALLURE, HARPER'S BAZAAR, BYRDIE, ETC.)



IMAN BALAGAM

FREELANCE (BYRDIE, INSTYLE, POPSUGAR, VOGUE, ALLURE, ETC.)



JENN SULLIVAN

FAT MASCARA



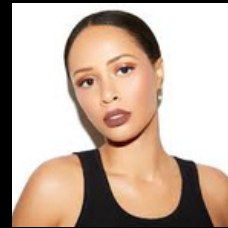
JESS MATLIN

FAT MASCARA



KATHLEEN HOU

ELLE



KAYLA GREAVES

FREELANCE (POPSUGAR, ESSENCE, VOGUE, NYLON, REFINERY29. ETC.)



KRISTIN LIMOGES

FREELANCE (COVETEUR, WWD, HARPER'S BAZAAR, INSTYLE, BUSTLE, ETC.)



LAURA REGENSDORF

FREELANCE (VANITY FAIR)



LINDY SEGAL

FREELANCE (MARIE CLAIRE, BYRDIE, NEWBEAUTY, HARPER'S BAZAAR, ETC.)



MORGAN HALBERG

OBSERVER



PIA VELASCO

FREELANCE (ALLURE, COVETEUR, VOGUE, POPSUGAR, ETC.)



PRIYA RAO

BUSINESS OF FASHION



SHA SPENCER

HYPEBAE



TARYN BROOKE

FREELANCE (POPSUGAR, BUSTLE, THE ZOE REPORT, ALLURE, ETC.)

MAILER INFLUENCER TARGETS



AMANDA STEELE

IG: 2.6M TT: 293.6K



CORRINE REED

IG: 27.7K TT: 29.6K



ENI POPOOLA

IG: 296K TT: 371.6K



ISAN ELBA

IG: 108K TT: 125.7K



ANA ZORTEZA

IG: 232K TT: 951.5K



CYRUS VEYSSI

IG: 514K TT: 573.4K



EMILY MCCORMICK

IG: 462K TT: 12.8K



JENNA RENNERT

IG: 146K TT: 121K



BRANDON LIGONS

IG: 17.6K TT: 779



DANA HASSON

IG: 135K TT: 3M



FIFFANY LUU

IG: 63.7K TT: 32.5K



IVAN LAM

IG: 375K TT: 375.1K



CHRISTIE X

IG: 361K TT: 1.4M



DANIELLE CAROLAN

IG: 269K TT: 118.3K



GRETA LOUISE TOMÉ

IG: 107K TT: 613.5K



JACKIE FRAIOLI

IG: 69.3K TT: 28.9K



COCO BASSEY

IG: 316K TT: 3,665



ELLA MENDELSON

IG: 403K TT: 2.7M



SAMIRA AHMED

IG: 232K TT: 173.1K



JORDAN KANEGIS

IG: 41.3K TT: 2,807

MAILING KIT



- Theme: "New Year, New Shine"
- Packaging: A sleek, metallic black box
- Contents:
 - Master Metallics Palette in the center.
 - A QR code with step-by-step looks for New Year's Eve using the palette.
 - Elements of New Year's celebration: metallic confetti packaging, mini champagne bottles
 - Personalized Note: Handwritten notes from the Mario team

Sarah,

Happy almost New Year! As we step into 2025, we wanted to celebrate the start of a new chapter with a special gift for you. Enclosed is the Makeup by Mario Master Metallics eyeshadow palette, perfect for adding a touch of sparkle to your New Year looks.

We hope this palette brings a bit of extra shine to your makeup collection and helps you create stunning looks throughout the year. Thank you for being a part of our journey and here's to a fabulous 2025 filled with beauty.

Warmest wishes,
The Makeup By Mario Team

EVENT INFLUENCER TARGETS



JULES FOX

IG: 28.6K TT: 47.2K



KRISTINA RODULFO

IG: 36.9K TT: 98.6K



KAMILA BRAVO

IG: 388K TT: 69.1K



KARINA MILAN

IG: 32K TT: 15.2K



KAYE BASSEY

IG: 215K TT: 130.2K



KATE SMOLIANINOVA

IG: 80.5K TT: 3,089



LAUREN ELSON

IG: 29K TT: 2,248



MADS MALEY

IG: 100K TT: 90.4K



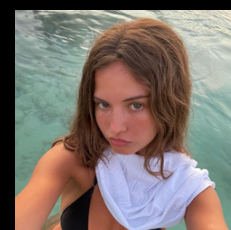
MELODIE PEREZ

IG: 265K TT: 45.9K



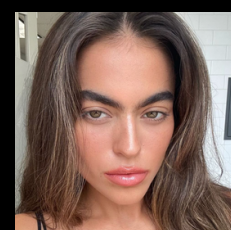
NIKITA JOY

IG: 51.5K TT: 751.8K



RUBY LYN

IG: 595K TT: 267.7K



SARAH JANE

IG: 20K TT: 10.6K



SERENA KERRIGAN

IG: 211K TT: 598K



SHANNON ZHAO

IG: 23.8K TT: 300.9K



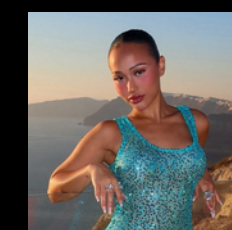
SOPHIA RAE

IG: 8,634 TT: 49.6K



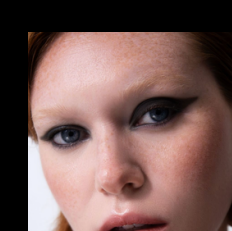
SYDNEY SCHIFFER

IG: 155K TT: 704.1K



TAO

IG: 273K TT: 1.2M



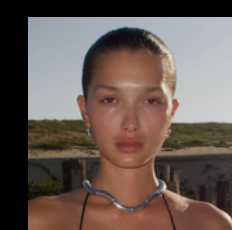
TAYLOR ISABELLE

IG: 23.6K TT: 1,088



VANESSA ROMO

IG: 97.3 TT: 86.8K



YADA VILLARET

IG: 124K TT: 21.6K

EVENT PRESS TARGETS



ALANNA M KILKEARKY

FREELANCE (WELL+GOOD, THE ZOE REPORT, COVETEUR, ETC.)



ALEXANDRA PAULY

HIGHNOBIETY



AKILI KING

ESSENCE



ALLISON BERGER

TODAY SHOW



AUDREY NOBLE

FREELANCE (POPSUGAR, VOGUE, ALLURE, HARPER'S BAZAAR)



APRIL FRANZINO

GOOD HOUSEKEEPING / PREVENTION / WOMAN'S DAY



APRIL LONG

TOWN & COUNTRY



CARRIE WITTIER

L'OFFICIEL



CELIA SHATZMAN

FORBES



DANIELLE COHEN

FREELANCE (BYRDIE, REFINERY29, CR FASHION BOOK, ETC.)

EVENT CONCEPT

DATE:

December 2024

GUESTS:

35 (20 influencers & 10 press)

VENUE:

Manhatta: Harbor, Liberty, or Hudson Room
(Chic, upscale with a panoramic view of the city)

PRIVATE DINING PRICING:

[Link](#)



HARBOR, LIBERTY, AND HUDSON ROOMS



The Harbor, Liberty, and Hudson rooms are ideal for small to mid-sized gatherings. Located on the southwest side of the floor, each has their own captivating views that inspire their names. With credenzas and lounge furniture for your convenience and comfort, these rooms can be added to larger adjacent rooms via double doors, making them ideal for bridal parties, staging areas, and green rooms.



NUMBER OF GUESTS
32 seated
40 standing

FOOD & BEVERAGE MINIMUMS
Breakfast 2,500
Lunch 2,500
Dinner 5,000
December dinner 6,000

Sales tax and 24% administrative fee are not included. For pricing on all of our spaces and to view our terms and conditions, please [click here](#).

ROOM DIMENSIONS
690 sq. ft.
27' x 26'
Ceiling height: 10.5 ft.



Top Left: Liberty Room
Bottom Left: Harbor Room
Bottom Right: Hudson Room

EVENT AMBIANCE / DECOR



Metallic and jewel-toned decorations to mirror the palette colors

Substitute white tablecloth for black to better embody the MBM brand colors



DRESS THEME



ATTIRE

JEWEL TONES

NEW YEARS BEST

*Makeup by Mario
metallic eyeshadow
palette*

Jewel-Toned Dress Code/ New Years Best:
Send an inspo board with the invitation with outfit ideas in jewel tones (emerald green, sapphire blue, ruby red, amethyst purple).



EVENT ACTIVITIES



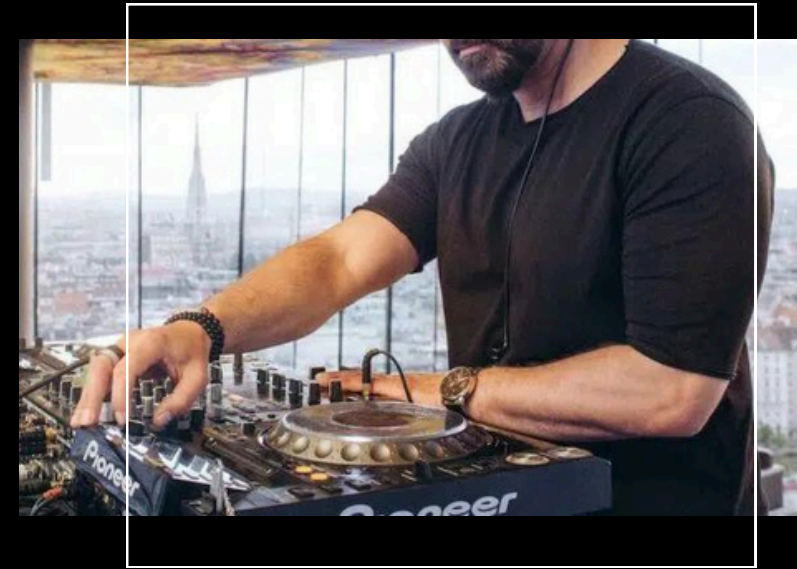
RESOLUTION WALL

Huge mirror where guests can write their New Years resolutions maybe using MBM lipstick. Fun/ engaging way to interact and can serve as social content.



PHOTO BOOTH

Glam B&W photo booth



DJ

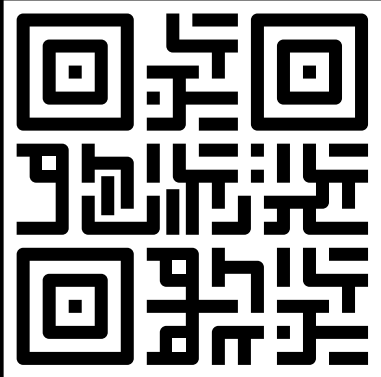
Live DJ playing music throughout the event.



BAR/ COCKTAILS

Some drinks with edible ingredients making them metallic to match the theme.

GIFT BAGS



Sarah,

Happy almost New Year! As we step into 2025, we wanted to celebrate the start of a new chapter with a special gift for you. Enclosed is the Makeup by Mario Master Metallics eyeshadow palette along with other fun goodies - perfect for adding a touch of sparkle to your New Year looks.

We hope this palette brings a bit of extra shine to your makeup collection and helps you create stunning looks throughout the year. Thank you for being a part of our journey and here's to a fabulous 2025 filled with beauty.

Warmest wishes,
The Makeup By Mario Team



PURPLE
MAKEUP BY MARIO

COST BREAKDOWN

VENUE:

- FOOD: \$6K
- RENTAL: 15K

MAILERS:

- \$5K

EVENT:

- ENTERTAINMENT
 - PHOTO BOOTH: \$1700
 - DJ: \$1250

TRANSPORTATION:

- UBER CODES: \$2450
 - 35 UBER CODES FOR \$70
 - ACCOUNTED FOR FIVE EXTRA PEOPLE (PURPLE TEAM, MBM TEAM, ETC)

TOTAL ESTIMATED COST: \$30.2K

PURPLE
MAKEUP ^{BY} MARIO

THANK YOU!

PURPLE
MAKEUP ^{BY} MARIO