

Pat McGrath teams up with Spotify to sell beauty products

By [Cassidy Mantor](#) - November 13, 2017

Pat McGrath Labs is debuting a new beauty collection for sale on music streaming site Spotify. This marks the first time beauty products are being sold alongside music merchandise directly through an artist's page.



*Pat McGrath Labs x Maggie Lindemann Mothership III: Subversive Palette
(\$125) - Merchbar*

The official partnership to launch beauty on Spotify comes in the form of Pat McGrath Labs x Maggie Lindemann. The capsule collection includes liquid matte lipsticks, two eye palettes, lip and eye pencils that are exclusively sold on

Lindemann's artist page.

The cosmetics are integrated into Spotify's existing merchandise assortment which includes more traditional music-related items such as tees and posters.

McGrath said of the partnership, "Beauty, fashion and music have been intrinsically linked since the 1960s," adding that the appeal of using Spotify is that it helps "reach fans where they're most engaged".

19-year-old singer-songwriter Lindemann, who boasts 2.4 million Instagram followers and 7 million Spotify fans, was a natural choice for the digital-first beauty partnership. Spotify will be the only destination for the new Pat McGrath Labs x Maggie Lindemann range, which is now available on the artist page.

Lipsticks are \$22, lip and eye pencils are \$25 and the eye palettes of ten shadows are \$125 each.

Lindemann's new single "Obsessed" debuts on Spotify on November 17th.

By Cassidy Mantor

Copyright © 2018 FashionNetwork.com All rights reserved.