Celebrity makeup artist Isamaya Ffrench has launched her own beauty brand, releasing a five-piece debut collection this month.

Dubbed "Isamaya", the British makeup artist's first launched is called 'Industrial' and includes a high octane 14-pan palette including an array of shimmer and matte shadows, and a black mascara that gives the effect of a false lash using a blue-coated triple black pigment based on the brand's latex technology.

The collection also includes a plumping lip serum and brow laminator, and a hydrating skincare product, the 'Skinlacq Tripe Hyaluronic Glow Serum'. Each product is housed in reusable packaging, with septum ring detail on the top.

"I'm creating my own world for a new generation of makeup lovers," Ffrench said in a statement.
"I want to inspire people and show them that there are other ways to approach beauty. To liberate them from the ideals of the mainstream and to be more authentic by proposing something more artistic and highly visual. So now you can identify with a concept or community that isn't bound by commercial ideas of beauty."

Prices for the Industrial collection range from $32 for the Browlacq brow gel, to $115 for the Color Pigments palette. The collection is available for preorder at Isamaya.com.

Rising to fame in the last decade as one of the industry's leading makeup artists, Ffrench has travelled the world working with Rihanna, Madonna, Bella Hadid, Kendall Jenner and has held pivotal consultancy roles at Tom Ford, YSL and Christian Louboutin.

She was the visionary behind Byredo's iconic makeup launch, before heading to Burberry where she currently serves as global beauty director of the house's beauty division. French has also collaborated with every major fashion publication including W and Vogue — British, French, Italian and American.

By Benjamin Fitzgerald