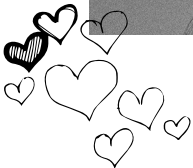
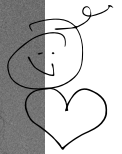


ILLAMASQUA
x
Amy



FRANKLY AMY

FRANKLY AMY

'Frankly' – what better way to describe how Amy expressed herself? Never moulded and always true to her own sense of style, Amy was open, candid and sharp minded.

Join us as we look closer, adjusting the spotlight to focus on the Amy Winehouse behind the winged eyeliner and beehive hair. In this limited-edition beauty box we explore not only her makeup bag, but also her hand-written notes and aspirations, getting to know more about the Amy loved by so many.



The multi-platinum musician who made imperfection a statement, these glimpses into life as Frankly Amy show how she thrived in her creativity. It was her carefree personality, soulful music and upfront attitude that captured the hearts of music lovers around the world. Behind the blues-drenched lyrics and her statement look was a woman navigating the world of fame.

2021 marks the 10-year anniversary of Amy's passing and this year will see a variety of celebrations recognising the international artist, including initiatives to support others who are on the road to recovery. This collaboration to honour the music legend was born when Illamasqua makeup products were discovered in Amy's makeup bag.

The partnership was a natural fit for Illamasqua as a British beauty brand encouraging others to embrace their individuality – something Amy did proudly. An alignment of values inspired our commitment to making beautiful things together – an initiative Amy would be proud of today.



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