

# Burberry Beauty taps Isamaya Ffrench as Global Beauty Director



British makeup artist Isamaya Ffrench is Burberry Beauty's new Global Beauty Director

Burberry Beauty has announced British makeup artist Isamaya Ffrench as its new Global Beauty Director.

Ffrench has worked on the brand's TB Monogram and the Festive 2019 campaigns under Chief Creative Officer Riccardo Tisci.

Commenting on the appointment, Chief Creative Officer Riccardo Tisci said: "To me, Britishness has always carried this sense of attitude; it is confident, strong and also eccentric. Isamaya is the perfect ambassador to interpret the tension between classical and creative for Burberry Beauty – she is bold, she pushes the boundaries and has such a unique modern vision. I am so excited to welcome her to the Burberry family."

Ffrench studied 3D design at Chelsea College of Art and then product design at Central Saint Martins art school before starting her career in beauty. In 2017, she launched Dazed Beauty and has since played a key creative role for numerous international luxury cosmetics brands, working as Brand Ambassador and Creative Director.

"I've had such a wonderful experience working with Burberry over the past year and I'm incredibly honored to be part of the team. Riccardo has a brilliant mind and is such an inspiring leader – he always pushes me creatively. It's a very exciting time to be joining the company and I can't wait to show the world what we have been working on," said Ffrench.

Burberry Beauty said Ffrench embodies the brand's timeless beauty and bold and strong attitude. Her first campaign as Global Beauty Director will be released in Autumn 2020.