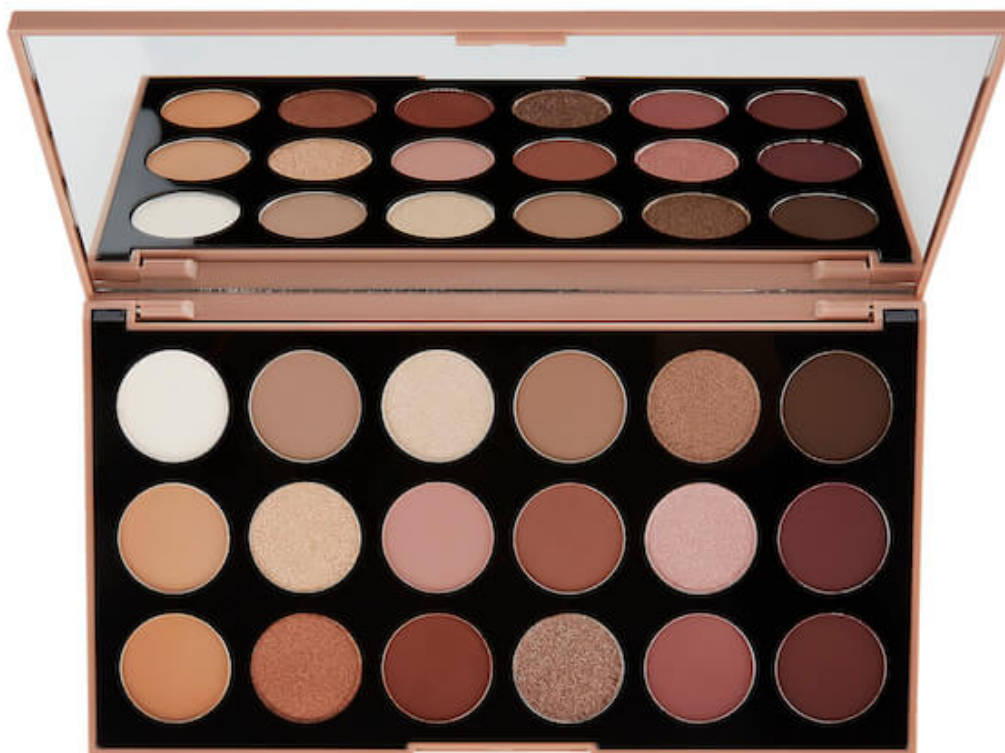


# Morphe launches makeup product exclusive to travel retail



The Runway Ready Palette features 18 neutral shades of eyeshadow

Makeup brand [Morphe](#) has created an eyeshadow palette exclusively for travel retail. Called the Runway Ready Palette, it will be launching on EasyJet in April 2023, followed by Jet2.com in May.

According to a press release, the palette "has been created specifically for holiday makers looking to up their makeup routine, wherever their destination."

Featuring 18 shades, with travel-inspired names including Mile High, Lounge Access and Fly Society, the palette contains a range of neutrals in Morphe's signature matte, metallic, and shimmer finishes.

The Morphe Runway Ready Palette has been created exclusively for On The Mark Consultancy, a beauty distributor in the travel retail industry.

"We are excited to finally be launching our exclusive collaboration with Morphe," says Mark Brewer, Founder & Managing Director, On The Mark Consultancy. "It's a project that we have been working on for over three years - and we are delighted with the result. It has been fantastic to work with the Morphe team, developing a product that is made exclusively for the travel sector. On The Mark Consultancy are very proud that Morphe have chosen us to partner with us in travel retail."