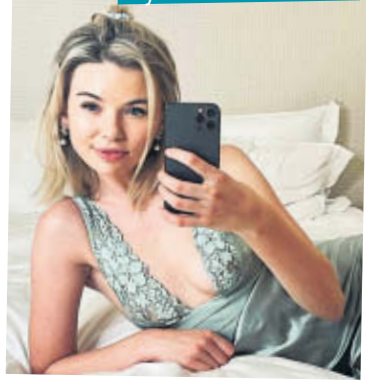


Snapshot

THE SHOWBIZ WEEK IN FOCUS

By Karen Rockett

Georgia Toffolo, the 2017 Jungle Queen, sets a luxurious scene as she lounges in bed in a silk negligee. It's the perfect way to watch this year's I'm A Celeb stars rough it like she had to...



You think she's being friendly but she's looking for a Bentley.

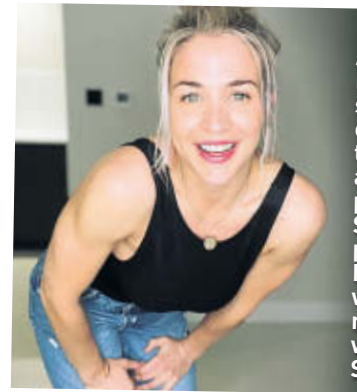
So sings Paul McCartney on his new track, Lavatory Lil. Who could he possibly be referring to?



Lady in Bed! Joy for model Rosanna Davison, the daughter of Lady in Red singer Chris de Burgh, as she gives birth to twin boys Hugo and Oscar after suffering 14 miscarriages.

I could play someone who's 25 – and I've had no surgery.

No one is denying 69-year-old Jane Seymour looks great for her age – but 25? Come on... Your eyesight does decline after 40, Jane!



Gemma Atkinson still manages a smile as she celebrates turning 36 alone. Her partner, Strictly pro Gorka Marquez, was busy rehearsing with Maisie Smith.

The week's earth-shattering celeb news

- 1 Katie Price is walking again after breaking both feet, which should give boyfriend Carl's back a break... he's been carrying her around like a baby.
- 2 Kind-hearted Ed Sheeran has given £10,000 to Aldeburgh Hospital, Suffolk, after it nursed his beloved gran in the final weeks of her life.
- 3 Trust EastEnders to bring us an annual dose of festive misery. This year, Ian Beale will be left for dead after being attacked on Christmas Day.

Email at snapshot@people.co.uk

Grinch & bare it

Kylie Jenner's beauty range will make celeb rivals green with envy



HO HO WHO: Kylie's homage to The Grinch and, right, in a red bikini

by Emma Pearson

COSMETICS queen Kylie Jenner has teamed up with The Grinch and they are likely to steal Christmas – with sales of her make-up range.

The beauty mogul, 23, looked stunning posing in a shimmering emerald outfit and red bikini as her Kylie x The Grinch Christmas collection was launched on Thursday.

And if the reality TV star's past success is anything to go by, it will be celebrity rivals such as Rihanna, Selena Gomez, Victoria Beckham and Lady Gaga who will be green with envy.

They will certainly have to sell a lot of lippy to keep up with this Kardashian. Kylie is already worth £526million and her range with Dr Seuss's ultimately lovable grinch is likely to make her even richer.

Every year in the UK alone, the beauty industry is worth £28billion and the average woman spends £400 on cosmetics.

More than half of sales are determined by brand name and 23 per cent by an influencer's status.

Fashions change and the beauty brand has taken over from celebrity scents by stars such as Britney Spears or Beyoncé. And A-listers are cashing in on the trend for make-up mists such as nude lip kits and heavily pigmented eyeshadow palettes.

Neil Saunders, of GlobalData's retail division, said: "People look to celebrities as role models and try to emulate their style through their make-up. Kylie's Christmas collection will do well because her collections always do."

"She has a very strong fanbase and her

cosmetic ranges are held in high regard." Social media gives the likes of Kylie direct access to adoring fans. Many are youngsters spending hours in their bedrooms, perfecting intricate looks to post online.

Mr Saunders says: "The Grinch is a fun character. Those things capture attention and drive sales. It's a brand in itself so it's an interesting one to drop over the holiday season."

Kylie Cosmetics is thought to have the largest Instagram reach of any cosmetics company, with 25 million followers. In November last year, beauty giant Coty

astronomical, with revenues of about £113million in 2019.

Annie Brown, senior consultant at Brand Finance, said salon closures due to Covid-19 have driven demand for home treatment products such as hair dye and nail care.

She said with less clubbing and more people working from home, the casual, no make-up style as opposed to colour cosmetics is the hottest look this season.

She said: "Kylie in particular fits into that colour cosmetics category, so I wouldn't be surprised if sales have been slow so far this year compared with historic years."

But she believes such products may make a comeback over the holiday season and be popular as gifts. She said: "Kylie has teamed up with The Grinch – both confusing and exciting her followers. Some have quipped the partnership is sure to help her steal Christmas."

Ms Brown said ranges such as singer Rihanna's Fenty, which launched more than 40 tones for foundation, speak to a wider audience than most cosmetics lines and feel authentic, which resonates with consumers.

But she said Stranger Things star Millie Bobby Brown did not "quite hit the right chord" with her Florence by Mills line as she posted videos showing how to apply the products – without using the products.

PR expert Mark Borkowski said: "Instagram has matured gradually over the past five years, allowing people to develop their own brands – especially the Kardashians."

"There is a story and an authenticity behind their look. It allows people to buy into not only the celebrity lifestyle but also what they wear, and make-up is a huge part of that."

feedback@people.co.uk



EYES HAVE IT: Items from the Kylie x The Grinch range



MADE UP: Kylie is set to boost wealth

AND HERE'S HER COMPETITION..



RIHANNA

WITH a string of hugely successful business brands, blockbuster film roles and £451million to her name, you could almost forget Rihanna is also a best-selling pop star.

In the four-plus years since the release of her last album, *Anti*, the world's richest female musician has become a major player in the beauty game.

Fenty Beauty made £80million in its first few weeks in 2017 and sales hit almost £450million by the end of last year. It is now worth £2.5billion. In 2018,

Fenty Beauty sold more in a year than Kylie Cosmetics did in 18 months.

For the majority of the beauty industry, the coronavirus pandemic has hit hard, as people working from home spend less on their appearance – but the shift to online is good news for the likes of Rihanna.

The "crippling" decline has led British Beauty Council Advisory Board member Caroline Hiron to launch a campaign called Back Beauty to support the industry.

VICTORIA BECKHAM

THE former Spice Girl has launched a range of lipsticks called Pout but the money rolling into the Beckham household from Victoria's beauty empire is nothing to sulk about. Launched in 2019, Victoria Beckham Beauty is

thought to have made an impressive profit and with eyeshadow palettes priced at £50 and moisturisers at £140, it's easy to see why.

Last year, it was reported Victoria and hubby David were worth a combined £700million and that Posh herself is now worth £335million – £100 million of which comes from her fashion empire.

Fans of the range include actress Eva Longoria and Huda Kattan of Huda Beauty, who have plugged the range to their millions of Instagram followers.



SELENA GOMEZ

SINGER, actress and producer Selena launched her cosmetics line Rare Beauty in September and often plugs the products to her 195 million Instagram followers.

The 28-year-old's career already spans nearly two decades and the former Disney actress has a £56million fortune to show for her efforts.

The limited edition Rare Beauty holiday collection includes

glimmering eyeshadow palettes called Magnetic Spirit and Confident Energy. Dazzling shades like Strong and Will+Power will see you through Christmas and right up to the New Year's celebrations – and your resolutions afterwards.



MILLIE BOBBY BROWN

THE *Stranger Things* actress is just about old enough to wear make-up – and at just 16, the teen millionaire is keen to make her mark on the beauty industry.

British star Millie is reported to have made around £260,000 per episode for the third series of the Netflix hit, with modelling jobs and endorsements pushing her net worth up to £7.8million.

And her new cosmetics business,

Florence by Mills, is only set to send that figure soaring.

The company launched last year, focusing on clean, vegan make-up and skincare.

The limited edition holiday gift sets include a Holiday Duo Lip Gloss Set in Festive Mills and Mellow Mills. And in an ad on her website, Millie and her teddy wear pyjamas while plucking gifts from a Christmas tree –

though anything Millie wants, she can quite easily buy for herself.



LADY GAGA

LITTLE Monsters have been able to get their paws on Gaga's HAUS LABORATORIES make-up since September 2019.

In 2012, the singer released the scent *Fame*, which made a reported £700million in sales around the world. Gaga is thought to be worth £240million and with 45.2 million Instagram followers, she isn't short of an audience for her new Christmas Holiday 4 U collection.

Palettes come in shades including 4 SUNSET and 4 POOLSIDE, while lip crayons in shades of cocktail and wine mouth seem a better fit for festivities this side of the pond.

