

## **Perfect365, Inc. Partners with Celebrity Makeup Artist, Kabuki, to Lead Digital Beauty Evolution**

*Kabuki, Celebrity Make-up Artist Whose Clients Have Included Rihanna, Gigi Hadid, Selena Gomez, Lady Gaga, Kendall Jenner, Katy Perry, Uma Thurman, and Gwen Stefani, to Serve as Company Advisor and Spokesperson*

(NEW YORK– March 8, 2017) [Perfect365](#), Inc., the company that is leading the digital beauty evolution, with its free digital makeup platform loved by celebrities and more than 80 million users, today announced a partnership with celebrity makeup artist, Kabuki.

Kabuki has gained a reputation as an elite makeup artist whose clients have included Rihanna, Selena Gomez, Bella Hadid, Gwen Stefani, Gigi Hadid and Kendall Jenner and countless other celebrities. His creative makeup designs have graced the cover of beauty fashion magazines like W and Vogue. Through this partnership, Kabuki will collaborate Perfect365, Inc. on a new project to be announced later this year.

“Digital beauty is causing a monumental shift in the makeup industry, and Perfect365, Inc. is driving this evolution. Women are taking charge of their own beauty; they are experimenting and exploring and trying on new looks they never thought possible. I’m looking forward to merging my creative skills with the efficiency and mass exposure this type of technology can bring.” Said Kabuki.

“With this partnership, we are tapping into the creative genius of a celebrity makeup artist at the top of his game. This year Perfect365, Inc will unleash the true promise of digital makeup and bridge the gap of technology and beauty. Our vision is to bring the best the makeup industry has to offer to our users and brand partnerships and that is why working with Kabuki makes so much sense.” Said Vickie Wei, Director of Marketing, Perfect365.

Perfect365 is one-of-a-kind because it uses advanced Face Detection technology that allows for the most accurate virtual makeup placement possible, both on photos and in live video. As a result, any makeup design looks realistic because the app knows exactly where eyeshadow should be applied, how to contour the cheekbones, where to place eyeliner, and now even where to apply lashes. With more than 200 one-tap makeup looks, over 20 customizable makeup and tweaking tools, Style it! clothing and accessory recommendations, hair styles, and step-by-step tutorials for recreating looks in real-life, Perfect365 has become the go-to app for selfie, makeup and fashion enthusiasts around the world. The app has become the makeup and entertainment industries’ fully customizable digital platform, allowing users to try on looks from GSN’s hit TV show [Skin Wars](#), Universal’s *The Huntsman: Winter’s War*, and Sony’s *Pixels*. Users also benefit from the app’s “try before you buy and apply” digital makeup looks from top brands including celebrity makeup artist Susan Thompson’s eponymous label, Michelle Phan’s beauty box ipsey, Chella and the fast growing indie label Nudestix.

As a part of its commitment to building a leading beauty platform for consumers and businesses, Perfect365 seeks to actively engage in partnerships with beauty brands, retailers and artists. For more information about product partnership opportunities, please contact [bd@perfect365.com](mailto:bd@perfect365.com). For more information about makeup artist and indie brand partnership opportunities, please contact [beautysquad-artists@perfect365.com](mailto:beautysquad-artists@perfect365.com).

For more information on Perfect365, high-res images, and screenshots, please visit <http://www.perfect365.com/press/>. The app is available for iOS ([iPhone](#), [iPad](#)) and [Android](#) (phone and tablet) devices. Follow [@Perfect365](#) on Twitter, [@Perfect365\\_official](#) on Instagram and at [www.facebook.com/Perfect365](http://www.facebook.com/Perfect365) on Facebook.

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