

Colorbar ignites '20YearsOfMagic' with a dazzling month-long celebration



Dais World | 02/09/2024 05:40 PM

Colorbar Cosmetics, a true powerhouse in Indian beauty industry, transformed August into a vibrant canvas of celebration, marking an extraordinary milestone – 20 years of revolutionising the beauty landscape. The #20YearsOfMagic extravaganza painted the nation in a kaleidoscope of red colours, offering beauty enthusiasts across India a month-long celebration of glamour, exclusive offers, and unforgettable experiences.

Since its inception in 2004, Colorbar has been the enchanting wand behind countless magical transformations, empowering millions to express their unique beauty. From trend-setting lipsticks to cutting-edge skincare innovations, the brand has consistently pushed the boundaries of beauty, inspiring confidence and creativity with every stroke.

"Colorbar's journey began with a vision far beyond just creating a makeup brand—it was about opening a gateway to a world of magic and wonder," said Samir Krishan Modi, Founder and Managing Director of Colorbar Cosmetics. "I have always believed that magic may not be seen or touched, but it can certainly be felt. This force, much like a spell, has the power to transform, inspire, and create wonders. As we celebrate #20YearsOfMagic, we are not just reflecting on our remarkable journey but also renewing our commitment to infuse every product with that same sense of enchantment. The next chapter of Colorbar will be a testament to our commitment to creating magic that not only beautifies but also uplifts and inspires."

The celebration kicked off on 1st August with the unveiling of a Birthday Campaign Video on Colorbar's Instagram handle. This set the stage for a month filled with exciting activities and promotions

- A whirlwind of engaging content, including mesmerising GIFs and show-stopping reels, kept excitement at fever pitch throughout the month

- Collaborations with top-tier influencers brought the magic of Colorbar to a wider audience
- A groundbreaking CGI video added a touch of digital magic, illustrating how Colorbar brightens lives and makes a colourful difference in the world
- Irresistible offers, including a unique promotion where customers with 3,1,8,2,4 (a nod to the brand's founding year) in their birth date or year received a flat 20% discount across all Colorbar stores
- Every purchase came with a chance to win coveted gifts, while in-store activities transformed shopping into an interactive adventure.

The celebration extended beyond Colorbar's own channels. The Word Magazine exclusively featured special editions of Colorbar's best-sellers in celebratory packaging, highlighting the brand's most remarkable formulations. In a glittering finale, Colorbar partnered with Lifestyle Asia for a giveaway, sharing the birthday joy with its audience and reinforcing its connection with loyal customers.

The #20YearsOfMagic celebration served as a testament to Colorbar's enduring impact and innovation in the beauty industry. This month-long extravaganza not only honoured past achievements but also set the stage for future innovations in the world of beauty. The birthday campaign has reinforced Colorbar's position as a leading force in the Indian beauty landscape, standing as a vibrant reminder that with Colorbar, every day is an opportunity to create your own magic.

As Colorbar looks to the future, it continues to inspire and empower, proving that true beauty is about self-expression, confidence, and the magic that comes from within.

About Colorbar

The unswerving idea behind 'You and Colorbar are Made for Magic' is for one to build limitless possibilities and extravagantly evolve with flair, drama and irresistible charm. While the brand's philosophy gravitates towards the purpose of empowering every soul, every gender and celebrating all in their own eccentric elements, the 8-pointed Colorbar star, the mnemonic, points towards the direction that represents absolute freedom, resonating with the symbol of the formidable power of magic.

Born and raised in India, Colorbar forayed into the beauty industry looking for creative formulas to bring an unparalleled experience to its consumers. The brand follows the belief of change being the only constant and ensures that it leads with quality in every step of the way. The brand also signifies the promise of being your truest self, unapologetically. With the essence of gender neutrality and inclusivity being at its heart, Colorbar envisions a world full of beauty and originality.

Colorbar has a comprehensive range of innovative products to address to each one's unique needs. These products are curated and packaged in France, Germany, Italy, Korea & the United States of America, to deliver brilliant colours, luxurious textures and effective results. All products are ISO certified, 100% cruelty-free and conform to US, EU, UK & Japan FDA standards.

The brand holds a strong geographical footprint in the country - 115+ exclusive stores, 8000+ multi brand outlets and partner chains like Shoppers Stop, Lifestyle, New U, Pantaloons. To cater to one's needs more conveniently, Colorbar's products are available on the website and partner

websites that include Myntra, Flipkart and many more.

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