

A close-up, high-angle portrait of a woman with light brown eyes, dark eyebrows, and long, dark eyelashes. She is wearing a large, metallic, teardrop-shaped earring. Her hair is pulled back, and her skin is smooth and glowing. The background is a soft, out-of-focus grey.

pipa
of
L O N D O N

BEAUTYWORLD
MIDDLE EAST

FIND US HERE:



HALL 1 - F10



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OUR STORY

Pippa of London, an affordable luxury makeup brand, launched in 2017 in the UK with a range of lip liners, eyeliners and mascaras.

Balancing quality and value, the popularity of these products proved to be the perfect launchpad for continued expansion.

Inspired by the vibrant London lifestyle, Pippa of London employs rich textures, classic lines, and carefully selected pigments.

Today, Pippa of London offers products across four categories: Lips, Eyes, Face & Tools.

With a passion for classic beauty, the brand is committed to offering timeless, exceptional products while championing ethical practices and inclusivity, Pippa represents a voice of encouragement within each of us, affirming that you can become whatever you aspire to be.

OUR VALUES

Pippa of London is a British brand with a voice. The brand embodies the spirit of London's diverse and dynamic culture, offering more than just cosmetics - it provides a platform for personal expression and self-empowerment.

Pippa of London encourage individuals to embrace their unique identity and aspirations through beauty, echoing London's inclusive and inspiring environment.

This makes Pippa of London distinct in fostering a sense of community and individuality, where makeup is not just about enhancing physical appearance but also about expressing inner freedom, joy, and authenticity.

Each product from Pippa of London is not just a tool for beauty; it's a statement of personal belief and confidence, making everyone who uses it feel like they can shine as their true selves.



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4 PRODUCT CATEGORIES

WITH OVER 150 PRODUCTS



LIPS



EYES



FACE



TOOLS



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PIPPA'S PROMISE

Pippa of London was founded with a mission to deliver high-quality, affordable luxury cosmetics.

Pippa of London products are designed to stand the test of time and empower you to express your unique beauty with confidence.

Pippa of London is committed to cruelty-free formulations, ensuring beauty without harming animals.

This ethical stance has resonated with customers. In 2019, Pippa of London introduced a popular range of vegan cosmetics, highlighting their dedication to sustainability.



CRUELTY FREE



RESPONSIBLE & ETHICAL



QUALITY & VALUE

London Roots, GLOBAL PURPOSE

While Pippa of London originated in the UK, it quickly extended beyond borders. Our strong online presence, alongside our dedication to tradition and quality resonated with customers from around the world.

Pippa of London's vision of bringing classic cosmetics to international markets became a reality.

Today, Pippa of London represents the collective efforts of passionate individuals who believe in beauty that is timeless, cruelty-free, inclusive, and accessible to all.

Pippa of London continue to empower individuals to express their unique beauty while remaining true to their ethical values.



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“ *We’re thrilled to be bringing Pippa of London to Beautyworld Middle East in 2024.*

It’s very exciting to be part of the most prestigious event in the region and we can’t wait to share our incredible new products and plans.

”

~ANTONIO DELUCA~
MANAGING DIRECTOR

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Join us at the Beautyworld Middle East trade show to experience Pippa of London's superior quality makeup.

Visit our booth, Hall 1 F10, to discover the perfect blend of London sophistication and affordable luxury.

We can't wait to meet you!





*“Where timeless beauty meets compassion,
luxury meets affordability,
and the world meets London”*

*with love from
Pippa 
xx *

WWW.PIPPAOFLONDON.CO.UK