

CruellaTM
IT'S GOOD TO BE BAD.

THE MAKEUP PALETTE

If she doesn't scare you,
no evil thing will..

Cruella is a bold eyeshadow and makeup brand that is inspired from the cartoon character; Cruella de Vill from 101 Dalmation movie.

The brand identity reflects Cruella's personality from the movie, it shows boldness and supports the devil look.

Cruella.TM
It's good to be bad.





ello devil

Crue
It's good to be

boldness cigarette

enjoy the
devil look

*a bit of
madness
is the key*

>Lorem ipsum dolor sit amet, consectetur
-dipiscing elit, sed diam nonummy nibh
dolor sit amet, consectetur adipiscing
elit, sed diam nonummy nibh magna aliqua
erat volutpat. Ut wisi enim ad minim

Crue

cigarette



You're a little
SASS
and a lot of
BADASS

WE INTRODUCE THE NEW CRUELLA
EYESHADOW PALETTE. WITH A COLLECTION OF 10 VIBRANT,
SASSY, CRUELLA-INSPIRED SHADES OF EYE SHADOW
THAT WILL GIVE YOU THE CRUELLA SPIRIT FOR THE
SECOND!

If she doesn't scare you, no evil thing will...

Cruella.

FROM:
Because you're a little sass and a lot of badass!

Cruella
THE PALETTE



Cruella.

Cruella.
THE PALETTE

FROM:

Because you're a little sass, and a lot of badass!

Cruella.

oh, she will. Babe. with the power!

Shes a little sass
and a lot of badass.

adipiscing elit, sed diam nonummy nibh
euismod tincidunt ut laoreet Lorem ipsum
dolor sit amet, consectetur adipiscing
elit, sed diam nonummy nibh euismod tin-
cidunt ut laoreet dolore magna aliquam
erat volutpat. Ut wisi enim ad minim