



Loren Ridinger & La La Anthony to Unveil Motives Cosmetics Fall/Winter 2013 Collection This Week

New Makeup Products, Colors, Trends from Motives by Loren Ridinger and Motives for La La - Collections Build Off 2013 Runway Trends.

Greensboro, NC (PRWEB) August 05, 2013

Motives by Loren Ridinger is set to announce its Fall/Winter 2013 makeup collection – Modern Day Romance – later this week in front of 20,000 people at Market America|SHOP.COM 2013 International Convention.

The newest additions for both the Motives by Loren Ridinger and Motives for La La cosmetics brands are inspired by the hottest Fall/Winter 2013 runway trends and capture the essence of brand creator and Market America|SHOP.COM Senior Vice President Loren Ridinger.

“For more than 15 years, Motives has been bringing the best from the beauty and fashion worlds to women around the world,” Ridinger said. “With Modern Day Romance, we continue the tradition of providing the most stylish products and trendiest colors to the women everywhere.”

The new products, personally chosen by Ridinger and La La Anthony, actress and star of VH1’s hit show La La’s Full Court Life, include eye shadows, eyeliners, lip shines and nail lacquers that feature complementary, contemporary colors to create incredible looks.

Anthony is scheduled to appear alongside Ridinger to discuss the newest additions to her line.

The cosmetics line will also unveil expansions to each of the Motives and Motives for La La lines that cover the makeup needs of every woman. The new products will be available exclusively at <http://www.motivescosmetics.com> and <http://www.SHOP.COM>.

About Motives by Loren Ridinger®

Motives by Loren Ridinger, through revolutionary and cutting-edge technology, is a world leader in the customized cosmetics industry. Motives is worn by some of today’s hottest celebrities and is a favorite of makeup artists, models and photographers. Motives by Loren Ridinger strives to empower people everywhere to look and feel beautiful inside and out, while providing thousands of consultants worldwide with an opportunity to live the lifestyle they have always dreamed of.

For more information, visit <http://www.MotivesCosmetics.com>, Loren Ridinger’s blog, My Fashion Cents, at <http://www.MyFashionCents.com>, and Loren’s World, a lifestyle and empowerment website, at <http://www.LorensWorld.com>.

About Market America, Inc. & Shop.com

Market America, Inc. is a product brokerage and Internet marketing company that specializes in One-to-One Marketing. Its mission is to provide a robust business system for entrepreneurs, while providing consumers a better way to shop. Headquartered in Greensboro, NC, the company was founded in 1992 by President and CEO JR Ridinger and has generated \$4.3 billion in accumulated sales. Market America employs nearly 700 people globally with operations in the United States, Canada, Taiwan, Hong Kong, Australia, United Kingdom and Mexico. Through the company’s shopping website, SHOP.COM, consumers have access to over 40 million products, including Market America exclusive brands and thousands of top retail brands. By combining Market America’s entrepreneurial business model with SHOP.COM’s powerful comparative shopping engine, Cashback program, Hot Deals, social shopping integration and countless other features, the company has become the ultimate online shopping destination.

Contact Information

Yann Perrigault
Market America
+1 (646) 339-3600

Gigi Burns
Market America
(714) 932-9617

Disclaimer: If you have any questions regarding information in these press releases please contact the company listed in the press release. Please do not contact PRWeb®. We will be unable to assist you with your inquiry. PRWeb® disclaims any content contained in these releases. Our complete disclaimer appears [here](#).

© Copyright 1997-2013, Vocus PRW Holdings, LLC.
Vocus, PRWeb and Publicity Wire are trademarks or registered trademarks of [Vocus, Inc.](#) or Vocus PRW Holdings, LLC.

[Terms of Service](#) | [Privacy Policy](#)