



NEWS

Makeup By Mario’s New Line Pulls From Childhood Memories and New York Heritage

"I really just wanted to channel this classic, iconic satin lipstick world that's reminiscent of my upbringing and especially my early years in New York and doing makeup."



By Isabelle Buneo, Editorial Assistant • Dec 26, 2023



GETTY IMAGES / PRESLEY ANN / MAKEUP BY MARIO

For any makeup fans out there, there is likely a lot you know about Makeup by Mario and the brand's fearless leader and renowned celebrity makeup artist, Mario Dedivanovic. From his close-knit relationship with the **Kardashian clan** to his famous lip-liner tricks and iconic, **continuously sold-out palettes**, a lot of things come to mind when we hear Makeup By Mario. But, there's also a lot about the 41-year-old makeup mogul that fans don't know—he's a New York native and NOT from Los Angeles, for starters.

There was a lot I didn't know about Dedivanovic when I had the pleasure of sitting down with some fellow industry members to hear from the brand leader about his new launch. (He's a little bit psychic, he started his career at **Sephora** and he gives great manifestation advice, to name a few.) While all of these facts may seem unrelated, Dedivanovic's humble beginnings, childhood memories and New York heritage were all formative aspects in the creation of his new **SuperSatin Lipstick** (\$28). Ahead, the makeup superstar talks all things product development, from the key ingredients to the stories behind each shade name.

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Makeup by Mario SuperSatin Lipstick: A Personal Line for the Bronx Native

As Dedivanovic explained during the launch panel, getting into the world of satin lipstick has been a long overdue endeavor, as he finds himself opting for satin mixtures when he's doing glam on his A-list clients. Creating this new line, though, goes much deeper than just a new formula for the Bronx native, as lipstick holds a deep, sentimental value for him. "There was a lipstick [my sister] would apply every morning—I have no idea what it was, probably **L'Oréal**— but when I started making this line I kind of recreated that exact lip that I envisioned as a child staring at her doing her makeup. That became Bronx Baby (Mario's favorite of the 18 SuperSatin shades)."

It's safe to say that lipstick has been a formative part of Mario's makeup journey, hence why he took such careful consideration in crafting this line. Dedivanovic started working at Sephora in the flat iron district of Manhattan at 17 years old as a fragrance consultant, but one of his most prominent memories from his time at the store was when he did his first ever makeup application. "Flatiron was where I actually did my first makeup application ever. I remember it was evening time and the store was slow and I was kind of 'cool' with the manager—I was a **fragrance** consultant so I wasn't allowed to do makeup—but I asked her if I could and she said yes and so I did a three-hour long application." And thus was born the gorgeous, nude SuperSatin shade Flatiron. "There's a lot of those memories in this collection."

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