BUZZ S T Y L E





In a power move shaking up the beauty industry, Huda Kattan has bought back the minority stake held by TSG Consumer Partners, reclaiming full ownership of her namesake brand, Huda Beauty. The Dubai-based label, known for its viral launches and digital-first strategy, now joins the exclusive ranks of fully founder-owned beauty companies. Launched in 2013, Huda Beauty has grown into a global powerhouse. The shift to full independence marks a new chapter of fearless innovation, with the brand planning bold product launches and deeper engagement with its diverse worldwide community.





THIS MONTH'S HOT STYLE NEWS



Louis Vuitton Names Jeremy Allen White New Ambassador

Louis Vuitton has officially welcomed Emmy-winning actor Jeremy Allen White as its latest ambassador, tapping into the star's effortless blend of charm, talent, and style. Best known for his award-winning role in *The Bear*, White has quickly become a red carpet regular in the Parisian maison, having already donned custom looks at the SAG Awards and this year's Met Gala. Under Pharrell Williams' creative direction, Louis Vuitton sees White as the perfect fit: authentic, culturally relevant, and innately stylish.



Shakira Launches Her Hair Brand, Isima

Shakira is the latest star to step into the beauty spotlight with the launch of Isima, a science-led haircare brand crafted to celebrate the diversity of Latina hair. Long admired for her ever-evolving hairstyles, the Colombian icon now channels that legacy into a deeply personal project. Developed with trichologists and years of clinical research, Isima's debut range includes shampoos, conditioners, a scalp serum and a curl-defining cream, all designed to repair and strengthen from root to tip.



GUCCI LAUNCHES GG CAMPAIGN STARRING EMILY RATAJKOWSKI

Gucci's latest GG Monogram campaign is a sunsoaked vision of relaxed luxury, with Emily Ratajkowski as its radiant muse. Set against the golden glow of Cannes and captured by Daniel Arnold, the campaign blends Italian heritage with modern ease. Under the creative direction of Riccardo Zanola and Harrison Boyce, it spotlights standout pieces like the archival-inspired Gucci Giglio and the reimagined Mini GG with the iconic monogram shining as a timeless symbol of reinvention.