InStyle Launches 'The Cosmic Collection', A Limited-Edition Beauty Box In Partnership With Astrology Zone

The limited-edition boxes, curated by Astrology Zone Founder Susan Miller, offer a box for each elemental sign: Fire, Earth, Air & Water

NEW YORK, Nov. 1, 2021 /**PRNewswire**/ -- InStyle, the largest fashion magazine brand, today announced the expansion of its popular branded product line with the launch of the Cosmic Collection, an astrology-themed beauty box with Susan Miller, founder of AstrologyZone.com. The limited-edition winter, wellness and beauty box is available for each element (fire, earth, air and water), each containing an assortment of products best fit for the traits of that specific element. With a value of more than $150 per box, the Cosmic Collection is available now to consumers for$35 at **thebeautyseason.com/instyle** while supplies last.

"The Cosmic Collection is a specifically curated product for our readers who take an interest in our astrology offerings, a growing content hub across our print, digital and social platforms, especially Instagram and TikTok," says SVP Group Publisher Agnes Chapski. "We're excited to continue expanding our growing ecommerce offerings to our passionate audience with a product they themselves are enthusiastic about."

Astrology expert Susan Miller curated each box specifically to the elemental signs and their unique traits as it relates to the twelve zodiac signs. From hydrating skin care and sun protection to alluring scents, rosewater spray and body cream, this box contains coveted products for the wellness-minded woman from Glow Recipe, Heritage Store, Winky Lux, Keys Soulcare, Urban Skin Rx, and more.

"The task of deciding which products would delight each group of signs—classified by fire, air, earth, and water—required that I take account of all the proclivities and priorities of those signs," says Susan Miller. "The challenge of getting each of the four beauty boxes 'just right' for each group was fun for me because I adore trying new beauty products. It took a lot of thinking, I felt the responsibility for delighting each reader that ordered a box."

The announcement of the boxes comes of InStyle's incredible success on its digital platforms, including TikTok and Instagram. Astrology is the most popular category in the brand's Lifestyle vertical, consistently driving roughly 600,000 views per month. Astrology-themed TikToks overperform compared to fashion and beauty posts, drawing a younger and more engaged audience.

The limited-edtion boxes, in partnership with Brandshare, are available for purchase now at **thebeautyseason.com/instyle** for $35.

ABOUT INSTYLE
InStyle is an award-winning global fashion, beauty, and lifestyle media brand reaching an audience of more than 30 million across print, digital, social media, and live events. As the modern voice of style where Everybody's In, InStyle transforms the styles and stories of celebrities, stylists, and designers women love into covetable but relatable ideas and inspiration that instantly ignite the desire to shop. The InStyle portfolio includes the signature magazine with nine international editions; **InStyle.com**; and multiple brand extensions including the annual InStyle Awards, the Badass Women franchise, the Best Beauty Buys and Readers' Choice Awards seals, as well as multiple collaborations and licenses across fashion and beauty categories.

ABOUT BRANDSHARE

Brandshare® delivers meaningful brand experiences through targeted e-commerce and experiential sampling, subscription and loyalty marketing, and digital and social innovations. With over 500+ e-commerce retailer partnerships that collectively ship 81 million orders a month, Brandshare engages millions of consumers monthly on their path to purchase through Connected Sampling™ campaigns from leading CPG and beauty brands. To learn more about Brandshare's portfolio of solutions, visit **brandshare.us**

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Additional assets available online: Photos **(1)**

https://news.people.inc/2021-11-01-InStyle-Launches-The-Cosmic-Collection-,-A-Limited-Edition-Beauty-Box-In-Partnership-With-Astrology-Zone