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Gucci enters beauty realm with sensual take on the modern woman

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Gucci Cosmetics

By JEN KING

Italian fashion house Gucci has released its first ever beauty campaign to explore the sensual world of its modern consumer.

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Luxury Daily

Gucci's first foray into the world of cosmetics officially began with a launch party during Milan Fashion Week held at its Milanese boutique. Now, the fashion label is using digital touchpoints to build awareness as it formally introduce the product range to enthusiasts.

"I don't believe this video does a good job of capturing Gucci's idea of a modern woman," said Brittany Mills, director of digital marketing services at [Mobiquity](#), New York.

"It isn't telling a good story for the products or the brand itself," she said. "It is a piece of content with no real value."

Ms. Mills is not affiliated with Gucci, but agreed to comment as an industry expert.

Gucci was unable to respond directly before press deadline.

Gucci glam

During the launch party on Sept. 17 during Milan Fashion Week, Gucci unveiled its beauty

line for guests and shared the images on its social channels to generate anticipation for the collection's long-awaited debut ([see story](#)).

Gucci debuted its social video initiative for its beauty collection on Sept. 28 with a “coming tomorrow” teaser and the full campaign release.

On Facebook, for example, the brand included the link to the Gucci beauty ecommerce site and embedded the video. On Twitter a more interactive approach was taken with behind-the-scenes imagery from the campaign and runway.

Gucci Cosmetics’ campaign and video entitled “Stolen Moments” stars Charlotte Casiraghi, the daughter of Caroline, Princess of Hanover and Italian industrialist Stefano Casiraghi. In the video Ms. Casiraghi is shown in a series of “intimate and evocative scenes.”



Gucci beauty products

The video, directed by Fabien Baron and Darius Khondji, begins with Ms. Casiraghi sitting in front of a mirrored vanity table as she applies red lipstick. After her lipstick is applied she is shown exiting a building wearing and walking hurriedly to a parked car.

Vignettes alternate between Ms. Casiraghi at her vanity table and in the backseat of a chauffeured car while applying Gucci cosmetics. As the scene changes, the viewer watches Ms. Casiraghi in different scenes where she continuously applies her lipstick.

The minute-long video, which features songstress Sia’s “Breathe Me,” ends with Ms. Casiraghi’s vanity table overlaid with Gucci’s logo. When the screen fades, the viewer can either replay the video or click the “Learn more” prompt that redirects to beauty.gucci.com.

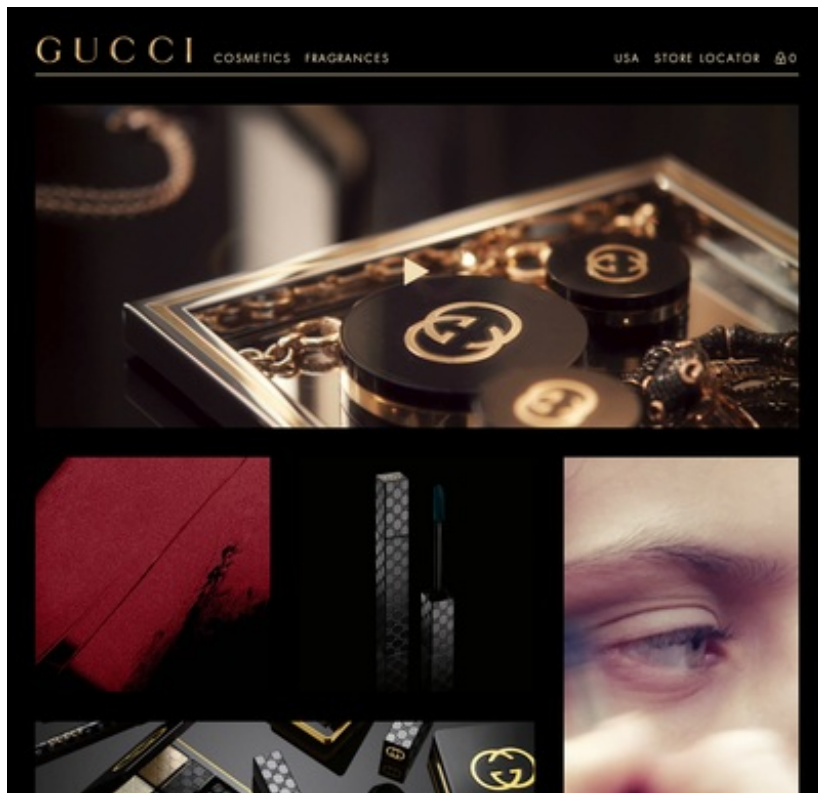
Embedded Video: [//www.youtube.com/embed/y-HCU1wogpY](https://www.youtube.com/embed/y-HCU1wogpY)

Stolen Moments by Gucci Cosmetics

When the prompt within the video or included in Gucci’s social post is followed, the brand’s dedicated beauty page loads. On the site a slideshow of stills and the campaign video are shown.

Below this section, consumers can navigate by selecting thumbnail images depicting either a specific product or color smudge, beauty category or learn Gucci’s inaugural beauty collection’s story. On the site the consumer can also view iconic looks developed by Gucci, connect with the brand on its social platforms and meet the women behind the

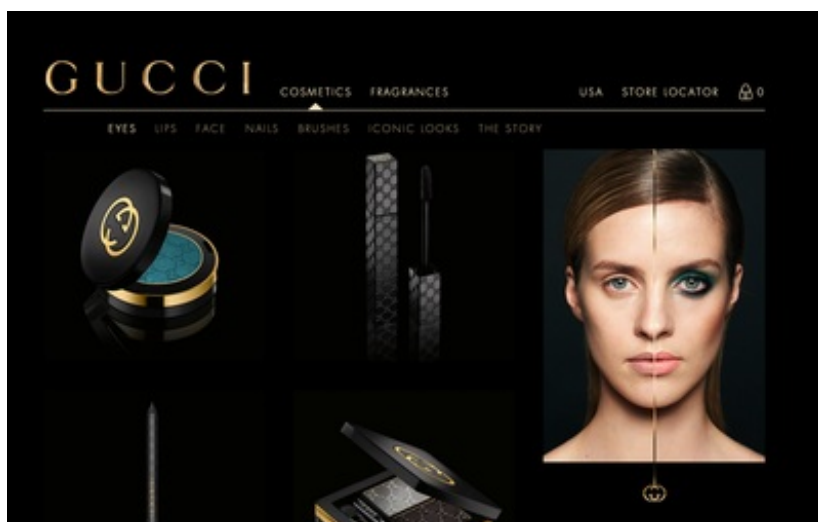
beauty products.



Gucci's beauty Web site

When one of the aforementioned thumbnails are selected, a streamlined format opens so that the consumer can explore all the facets shown without having to return to the landing page.

On Gucci's eye section, for example, the consumer can view products from that category, use a sidebar to see a completed look and select an item for purchase. At the bottom, a section shows that tutorials will be coming soon.



Gucci's product page for eye cosmetics

In "Iconic Looks" the consumer can slide the bars to see the looks included in the product pages as well as view iconic face charts from Gucci's past runway shows. Gucci's "The Story" tab introduces the consumer to brand creative director Frida Giannini and cosmetic artistic director Pat McGrath, who helped create the line's colors and formulations, and

the face of the campaign, Ms. Casiraghi.

The still imagery of Ms. Casiraghi seen on social media and Gucci's beauty Web site where photographed by Mert Alas and Marcus Piggott.



Gucci's print campaign for its cosmetics collection

Gucci's beauty collection includes eyeshadows, eyeliners, mascaras, lipsticks, face makeup, tools and nail polish.

Beauty firsts

Fashion and accessories brands have seen the potential in building up beauty offerings. So much so that, Jean Paul Gaultier has decided to end its ready-to-wear collections to dedicate more time to curating the brand's fragrance range ([see story](#)).

Beauty collections are considered to be a safe bet for fashion brands because the products help to create a branded look as well as appeal to all levels of consumers ranging from established to aspirational.

For example, British fashion label Burberry opened a new digitally enhanced retail location to showcase its recently launched beauty line.

The Burberry Beauty Box, located in London's Covent Garden, carries Burberry's beauty, fragrance and accessory lines, and offers consumers the ability to discover the brand's cosmetics through both sales associate consultations and digital touchpoints, including mobile checkout. By creating a space specifically for its beauty line, Burberry is able to encourage consumer interaction with its beauty products, drive sales of the new line and test out new retail tactics ([see story](#)).

Since this is Gucci's entrance into the beauty realm, the brand should have made the products the focus rather than its ideal consumer.

"I think that the video content could be richer when showing the product," Ms. Mills said. "They only showed the lip product and then repeated that application several times in the video.

"I would have liked to have seen what the eyeshadow and other products in the collection

looked like," she said.

"The products themselves are beautiful and it isn't until you click through the site that you get to see the range of colors and beautiful packaging."

Final Take

Jen King, lead reporter on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/0VciRjgh170](https://www.youtube.com/embed/0VciRjgh170)

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