

INTERNET

Chanel shares its lovers, muses for new lipstick line

February 3, 2015



Chanel's Rouge Coco lipstick in Marie

By STAFF REPORTS

French fashion house Chanel is paying tribute to the influencers found in Gabrielle “Coco” Chanel’s life through a collection of named lipsticks.

[Sign up now](#)

Luxury Daily

Chanel introduced its Rouge Coco lip color collection through an email blast asking recipients, “Ready to meet Arthur?” while the message’s body states, “Arthur is waiting for you.” No mention is made of the product related to Arthur which likely spurred consumers to click through to the landing page.

Waiting to meet you

On the landing page, the consumer discovers that Arthur is a “romantic red shade” and that each hue in the Rouge Coco lip color collection tells a story of the mademoiselle’s “life and legend.” More so, the colors in the collection celebrate Coco’s “intimate circles.”

The five lines that make up the collection include Lovers in red, Family in nudes, Muses in corals, Best Friends in pinks and Artists in plum shades.

Lovers include Arthur and Dimitri while Family features Louise and Adrienne. Muses represent Catherine and Misia while Best Friends features Olga and Vera. In Artists, there

is Elise and Ina.



Rogue Coco lipsticks

On the product page, Chanel shares the ingredients for each \$36 lipstick tube but does not explore the individuals behind the shades.

This concept has been executed by other fashion brand's recently.

For instance, Marc Jacobs' Le Marc Lip Creme is new for spring and is described as "one swipe color" that will last throughout the day without needing to be reapplied.

Marc Jacobs selected name such as So Sofia and So Miley due to the collaborations between personal friend and film director Sofia Coppola ([see story](#)) and singer Miley Cyrus ([see story](#)). Similar to Tom Ford's "Lips & Boys" ([see story](#)), many of the \$30 lipsticks are named after iconic women who have influenced the designer's life ([see story](#)).

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.