

INTERNET

Guerlain taps blogging network to showcase product versatility

April 6, 2015



Guerlain worked with Stuff She Likes

By JEN KING

French beauty brand Guerlain has partnered with seven influencers to show its cosmetic offerings to consumers in a more personalized and relatable fashion.

[Sign up now](#)

Luxury Daily

For the partnerships, Guerlain worked with [Style Coalition](#), a network that connects brands with influencers and bloggers to create branded content, to select Internet personalities that represent different ages, ethnicities and skin tones. By partnering with a series of women, rather than just one, Guerlain is able to give a better representation of its consumers and appeal to the wider audience at hand.

"Style Coalition offered an exciting group of influencers, diverse in both age and ethnicity, that fit the profile we desired," said Sarah Curtis Henry, vice president of marketing, PR and education at [Guerlain](#), New York.

"They are beauty and luxury aficionados that are passionate about Guerlain and a great fit with the brand's evolving image," she said. "Most importantly, they have large followings across the main social media platforms, and this allows us access to a vast new audience."

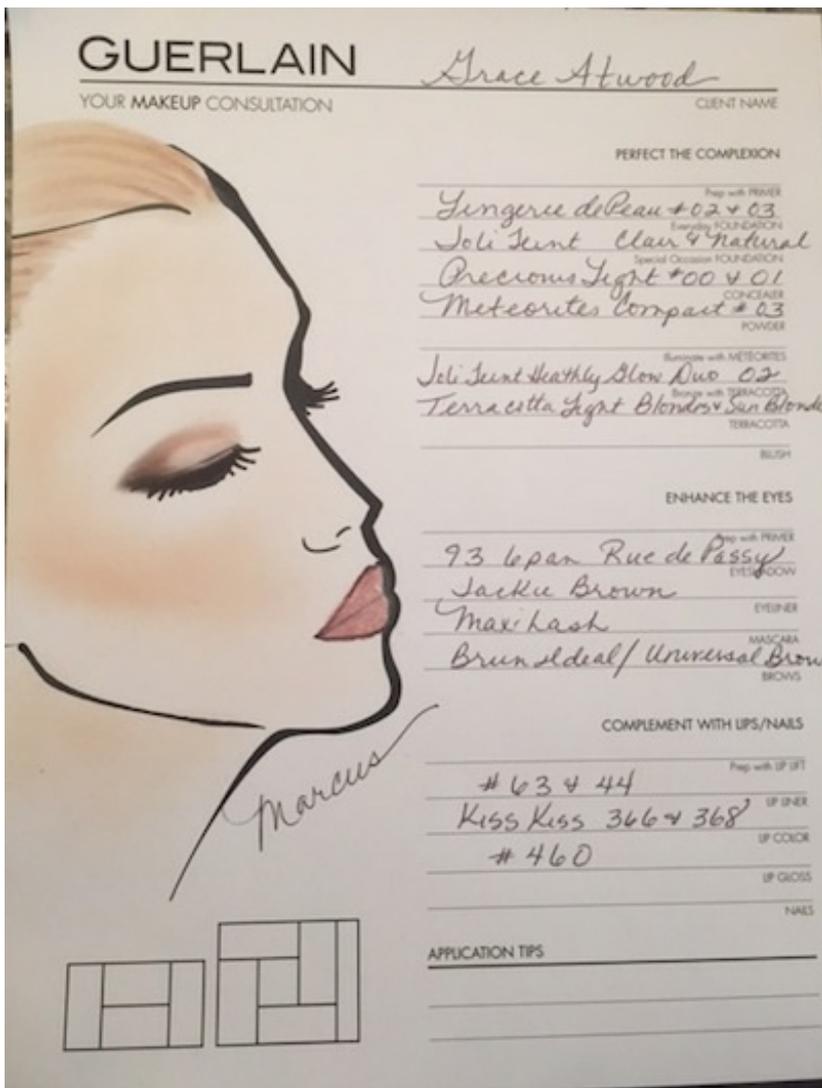
"This is among the largest projects we've pursued within the social media space. The ROI will be measured via several key metrics, most importantly engagement, increase in brand awareness, and incremental sales."

Styled with Guerlain

For this initiative, a first for the beauty brand, a different look was selected for each of the seven women by Guerlain's national makeup artist, Marcus Monson. This allows the content to remain varied across the blogging platforms and will likely help fans of Guerlain find an influencer, and look, that relates most to their personal beauty routine and needs.

The created content has since been shared on the social media platforms of Guerlain as well as the influencers it worked with. As of press time, four of the seven influencer's blog postings have been shared with Guerlain's social network.

Content created with Grace Atwood from [The Stripe](#) was the first to be shared by Guerlain. In copy accompanying the post, Guerlain explained that Ms. Atwood received a custom face chart by Mr. Monson and was taught how to apply and layer the beauty brand's popular bronzer, Terracotta.



Guerlain face chart for Grace Atwood, as seen on The Stripe

In her blog post, Ms. Atwood then describes her experience with Guerlain and the end

result of incorporating the product into her beauty routine. Also in the post, Ms. Atwood gives her audience a brief overview of Guerlain with facts, such as how the brand created the first bronzer more than 30 years ago ([see story](#)), as well as information about its Terracotta line along with a link to Sephora's Web site for ecommerce ease.

Likewise, Felicia Walker Benson from [ThisThatBeauty](#), who during working hours is the social media beauty editor at New York department store Bergdorf Goodman, showed her readers how Terracotta works with her deeper skin tone. In her post, Ms. Walker Benson walks readers through the application process step-by-step using Mr. Monson's personalized face chart as a guide.



Felicia Walker Benson's Guerlain look, as seen on ThisThatBeauty

As she goes along, Ms. Walker Benson hyperlinked the products used to their ecommerce pages on Sephora, owned by Guerlain's parent company LVMH.

Guerlain, as of press time, has also shared the blogs of Taye Hansberry of [Stuff She Likes](#) and Teni Panosian of [Miss Maven](#). In step with their peers, Ms. Hansberry and Ms. Panosian used Guerlain Terracotta to create a beauty look with a natural glow, as well as other products provided by the brand.

Of the seven women Guerlain worked with for the initiative, three were selected to develop original video content for the brand. These influencers include Marianna Hewitt of [La La Mer](#), Lo Bosworth of [The Lo Down](#) and Irene Khan of the blog [Irene Sarah](#).



Guerlain Terracotta bronzing powders

To further connect Guerlain to the audience of prominent beauty bloggers, the brand has a series of banner and side bar advertisements running on the sites of influencers such as Gala Darling, SwellMayde, Capitol Hill Style and Musing of a Muse, among others.

The ads include product and campaign imagery used in Guerlain's print efforts for Terracotta.

Blogging bonus

Since fashion bloggers arrived on the scene about a decade ago, they have gained influence and grown to be leaders in the industry, says a report by Fashionbi.

As these bloggers gained an audience, brands began to partner with them for advertising campaigns, events and other marketing efforts. While it may seem that fashion bloggers are losing their luster, they still have large followings that can rival magazines, creating an opportunity for luxury brands to reach a large, fashion-focused audience ([see story](#)).

From department stores to hotels, bloggers have been tapped to expand the reach of luxury brands in a curated way.

For instance, department store chains are increasingly partnering with fashion bloggers to promote new initiatives and publicize their stores. Retailers such as Bergdorf Goodman, Harrods and Bloomingdale's have recently partnered with a variety of bloggers to promote their products ([see story](#)).

Also, as spring approaches and travelers begin to think about summer vacation options, luxury hotels are looking to ease decision making through the reassurance of bloggers.

Four Seasons properties turned to mommy bloggers, while Peninsula Hotels took advantage of fashion weeks to hand over controls to a style blogger. Reaffirming guests' decisions with personal blog experiences will spur interest among guests as summer plans are cemented ([see story](#)).

Forming a partnership with popular bloggers and sharing the outcome via social media can strengthen Guerlain's brand awareness through a trusted editorial voice.

"Social media is the perfect platform to build awareness, recruit new customers and drive growth in a targeted, innovative and cost efficient way," Ms. Curtis Henry said. "Partnering with the Style Coalition influencers allowed us to tailor our brand voice to each influencer's unique audience.

"The unique perspective of each influencer on Guerlain and the Terracotta bronzer line lends another layer of authenticity to our message that resonates with the audiences who have instilled their trust in each influencer," she said. "The large following of each influencer creates a multiplier effect for brand content or message that significantly increases our reach far beyond that of display advertising or national centralized promoted social media."

Final Take

Jen King, lead reporter on Luxury Daily, New York

Embedded Video: https://www.youtube.com/embed/nlkQ-AhUS_w

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.