

INTERNET

## Guerlain asks for consumer selfies to continue blogger effort

May 14, 2015



*Guerlain's Terracotta compact for summer 2015*

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By STAFF REPORTS

French beauty brand Guerlain is expanding its Terracotta blogger initiative with a consumer-facing tie-in.

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Recently, the LVMH-owned brand 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, who then blogged about their Guerlain experience. Now, Guerlain is expanding the reach of the multifaceted effort, which had its signature Terracotta pressed powder at its center, to everyday consumers to further its inclusive message.

Share the glow

For the original blogger initiative, Guerlain's national makeup artist Marcus Monson created beauty looks that the Internet personalities than tried at home using the brand's products. The seven blogger participants than created posts discussing the products and experience ([see story](#)).

Guerlain is now encouraging consumers who already use the brand's products to take a

beauty selfie to display their “Terracotta look.” Instead of sharing the images publicly, Guerlain asks its followers on Facebook to privately message the selfie along with a description of the products used.

Submissions are eligible until 12 a.m. ET on May 14 with the winner being announced on Monday, May 18. The winning Terracotta look photo will win an exclusive Terracotta Bronzer powder compact with a summer-ready silicone sleeve.



*Guerlain Terracotta silicone sleeves*

In addition to the selfie, participants must sign up to receive Guerlain’s newsletter. This requirement will help Guerlain increase its database and may spur consumers who have not yet signed up to become part of the brand’s global community.

To generate interest, and friendly competition, Guerlain has posted a few entries along with the list of products the woman uses to create her look.

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