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Top 10 luxury beauty and personal care efforts of H1

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Video still from Chanel for Rouge Coco

By JEN KING

Marketers in the luxury beauty and fragrance space pride themselves on quality ingredients, and consistently pay tribute to the sources where these elements are found.

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Luxury Daily

During the first half of 2015, marketers in this space relied on self exploration, of both their brand and the consumers' sentiment, through behind-the-scenes looks and interactive touchpoints. Beyond this, many took the time to promote awareness for causes that affect all demographics by positioning their beauty and personal care products at the forefront of the conversation as a catalyst for change.

Here are the top 10 beauty and personal care brand efforts from the first half of 2015, in alphabetical order:



UNICEF's Tap Project supports clean water initiatives

Armani's work with UNICEF

Although World Water Day was March 22, Italian fashion house Giorgio Armani is extending its philanthropic involvement with UNICEF USA's Tap Project through June.

UNICEF USA's Tap Project is a nationwide initiative that provides clean drinking water and adequate sanitation for children around the world, a cause Armani has been actively involved with for a number of years. Lengthening its consumer facing involvement with UNICEF and a specific cause shows Armani as sincere in its efforts.

In the days leading up to World Water Day, Armani shared posts for UNICEF USA's #TapProject. Posts informed followers that Armani plans to donate 100 percent of proceeds from the #AcquaForLife Acqua di Gio fragrance to UNICEF.

Additional posts told the consumer that purchasing a \$1 Acqua for Life bracelet from Armani boutiques and online provides a child in need with clean water for 40 days ([see story](#)).



Video still from Chanel

Chanel Rouge Coco lipstick efforts

French fashion house Chanel paid tribute to the influencers found in Gabrielle "Coco" Chanel's life through a collection of named lipsticks.

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.

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 ([see story](#)).

Chanel then helped consumers decide which of Gabrielle “Coco” Chanel’s lovers, muses and relatives was right for them with a short quiz ([see story](#)).

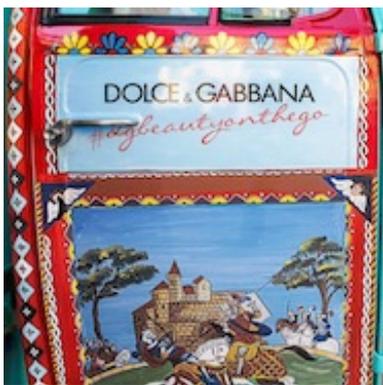


Dior Vernis gel-effect nail polish

Dior at Cannes Film Festival

French fashion house Christian Dior took consumers behind-the-scenes at Cannes Film Festival with a video series set in the Dior suite at the Hotel Majestic.

The series captured significant moments at the suite during the course of the festival May 13-24, and featured the suite’s magical transformation at the start of the festival and French actress and filmmaker Lola Bessis having her makeup done by makeup artist Phophie Mathias. Giving its followers an intimate perspective of the festivities allowed Dior to connect with consumers in a unique way ([see story](#)).



Dolce & Gabbana rickshaw door

Dolce & Gabbana beauty rickshaw

Italian fashion brand Dolce & Gabbana is traversing the city of Milan in a beauty branded truck to promote its cosmetics collection.

Dolce & Gabbana’s Beauty-on-the-Go rickshaw drove through Milan beginning on May 16 to give passersby the opportunity to sample the fashion label’s beauty offerings. The brand has been headquartered in Milan since its founding in 1985, and since the 2015 Milan Expo began in May, Dolce & Gabbana’s initiative will benefit from the influx of tourists

visiting the city.

In June and July, the beauty rickshaw moved to different locales within Milan such as Monte Napoleone and Brera/La Foppa. The interactive map only tells the locations up until July, but the Web site confirms that the effort extends to October.

When consumers spot the rickshaw, they can interact with Dolce & Gabbana makeup artists to learn beauty tips and receive personal advice, as well as sample the brand's products ([see story](#)).



Oud is an essential ingredient in many perfumes

Fragrance du Bois sings for oud

French perfume house Fragrance Du Bois is promoting the sustainable use of one of its main ingredients by producing a new song in collaboration with Arab singer Nadeem Nour.

The song, titled “Life’s Treasure,” was written to celebrate the dark, resinous heartwood commonly known as Oud or Agarwood that is a key ingredient in many perfumes and incense. Because Oud is in danger of becoming extinct, Fragrance Du Bois’ commitment to harvesting it in sustainable ways shows the brand’s dedication to protecting the environment.

By promoting its message in a song, Fragrance Du Bois has a greater chance of inspiring consumers to support sustainable practices. Popular media such as music, entertainment or fashion is often a good way to reach consumers who would not otherwise be interested in helping the environment ([see story](#)).



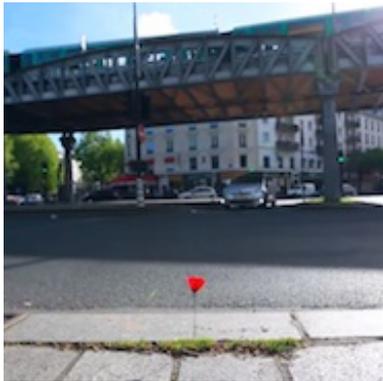
Guerlain storefront

Guerlain’s Mon Exclusif

France's Guerlain is extending the personal connection a consumer has with a fragrance through an unnamed scent.

New for 2015, the unnamed scent, referred to as Mon Exclusif, or My Exclusive in English, encourages self expression. Since a fragrance purchase is personal and the choice of a scent is often rooted in personality and mood, this marketing tactic is an interesting approach that allows the consumer to be in control of the experience.

As noted by fragrance magazine *Fragrantica*, the no name approach may be confusing for some consumers since the unnamed strategy actually does have a moniker, but the strategy behind Guerlain's Mon Exclusif aligns the beauty brand with the popularity of bespoke options presented across the luxury sector ([see story](#)).



Kenzo's video campaign for Flower by Kenzo

Kenzo poppy flower tour videos

Parisian fashion label Kenzo took consumers around the world in five short videos with the latest campaign for its Flower by Kenzo fragrance.

Kenzo released the first installment of the five part video series, focusing on the city of Paris. Expanding its campaign to include major cities around the world will help Kenzo appeal to a wide range of international consumers.

The campaign will eventually follow the poppy flower as it travels through five cities around the world. Beginning its journey in Paris, it will go on to visit Buenos Aires, Argentina, Milan, New York and Sao Paulo, Brazil ([see story](#)).



Crème de la Mer's limited-edition Blue Heart

La Mer works for ocean conservation

Estée Lauder Cos.' Crème de la Mer furthered its conservation efforts this year by

partnering with National Geographic to promote ocean exploration and preservation.

Crème de la Mer has dedicated its energy to improving ocean conservation for the past 10 years, donating more than \$2.6 million since 2008. Promoting charitable efforts that are well aligned with the product can help a brand present a unified message to consumers.

This year La Mer is partnering with National Geographic to support three explorers who will work to improve ocean conservation efforts around the world. La Mer has previously worked with National Geographic Explorer-in-Residence Dr. Sylvia Earle and will continue its support of her this year ([see story](#)).



Dior amphoras

LVMH fragrance origins

Moët Hennessy Louis Vuitton followed François Demachy, perfumer-creator of Parfums Christian Dior, to further understand the origins of perfume.

Mr. Demachy aims to create experiences through scent and does so with the combinations of specific ingredients. A personal video with the curator of fragrances adds an intimate touch to a product that often already holds private meaning for many consumers.



Viktor & Rolf fashion sketch

Mr. Demachy kicks off the video speaking about the language of scent. It is a language everyone understands, but most cannot speak, he says. It is an experience that he gets to create for consumers ([see story](#)).

Viktor & Rolf fashion sketch app for Bonbon

Dutch fashion house Viktor & Rolf celebrated the one-year anniversary of its Bonbon fragrance by offering consumers the opportunity to receive fashion sketches courtesy of

the mobile application Chic Sketch.

The brand hosted events at Saks Fifth Avenue locations during the week of April 20 where consumers who purchased Bonbon products received vouchers for special Chic Sketches inspired by runway looks from Viktor & Rolf's collection. Unique promotions featuring customized keepsakes can create loyalty and encourage purchases among consumers.

The sketches helped promote both Viktor & Rolf's beauty products and apparel, successfully integrating multiple aspects of the brand. This is more likely to create consumer loyalty and increased engagement than promotions that target a single product ([see story](#)).

Final Take

Jen King, lead reporter on Luxury Daily, New York

Embedded Video: <https://www.youtube.com/embed/7e-sY6nrrYk>

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