

COMMERCE

## Guerlain creates color cosmetic equivalent of little black dress

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Promotional image for Guerlain's La Petite Robe Noire lipsticks

By STAFF REPORTS

French beauty label Guerlain is reinterpreting the personality of its La Petite Robe Noire fragrance collection for a new product category.

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The brand has introduced a color cosmetics line, which is touted as a new multihued wardrobe capturing the "joyful energy" of the scents, whose shared name translates to "little black dress." Creating a level of consistency, the heroine of Guerlain's marketing for this beauty line also serves as the face of the scents.

Now in color

In a short video, the animated mascot for its La Petite Robe Noire scents, the silhouette of a woman in a little black dress and wide-brimmed hat, dances around a colorful set to the tune "These Boots Were Made for Walking."

She saunters past disembodied lips painted in red, pink and purple shades, the fringe on her dress billowing as she moves. At another point in the film, she performs a handstand on top of a heart and she turns into a black glossy tube of lipstick.

*La Petite Robe Noire - Make-Up - Guerlain*

For its La Petite Robe Noire color cosmetics line, Guerlain developed 20 lipstick shades and 10 nail polish hues, as well as a top coat and base coat. All products have a fruity, floral scent, tying them to their namesake fragrance.

Packaging also references the perfumes, with the inclusion of the upside-down heart used as a bottle stopper for the scents.



*Promotional image for Guerlain La Petite Robe Noire lipsticks*

Guerlain previously released a palette based on Le Petite Robe Noire, which included eyeshadow, powder and lip gloss, intended to enable the owner to create a full-face look with one compact.

For luxury brands, individual product categories can also inform new merchandise development.

In 2014, British fashion label Burberry celebrated the launch of its My Burberry fragrance with a collection of apparel and accessories inspired by the scent.

The 28 pieces in the line, which includes sunglasses, outerwear and handbags, reflected the Champagne color of the bottle's bow. Since My Burberry was inspired by the house's iconic trench coat, making the full circle link between fragrance and fashion further drove home this message ([see story](#)).

Tying color cosmetics to a brand story or icon can help to create a link between existing and new merchandise.

French atelier Chanel explored aspects of its fashion designs through eyeshadow palettes inspired by its iconic use of tweed fabric to appeal to both established and aspirational consumers.

Connecting the Les 4 Ombres eyeshadow palettes to Chanel's use of tweed fabric in its apparel allowed aspirational consumers to access a code of the brand at an entry-level price point. Fashion houses often examine the history of their designs and incorporate these pillars into all facets of the brand ([see story](#)).

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