

INTERNET

La Mer shares skincare tips through InStyle live chat

February 23, 2016



Instagram post from La Mer

By STAFF REPORTS

Esté Lauder Cos.' Crème de la Mer is helping InStyle readers gear up for their own big night with an Oscar-themed live chat.

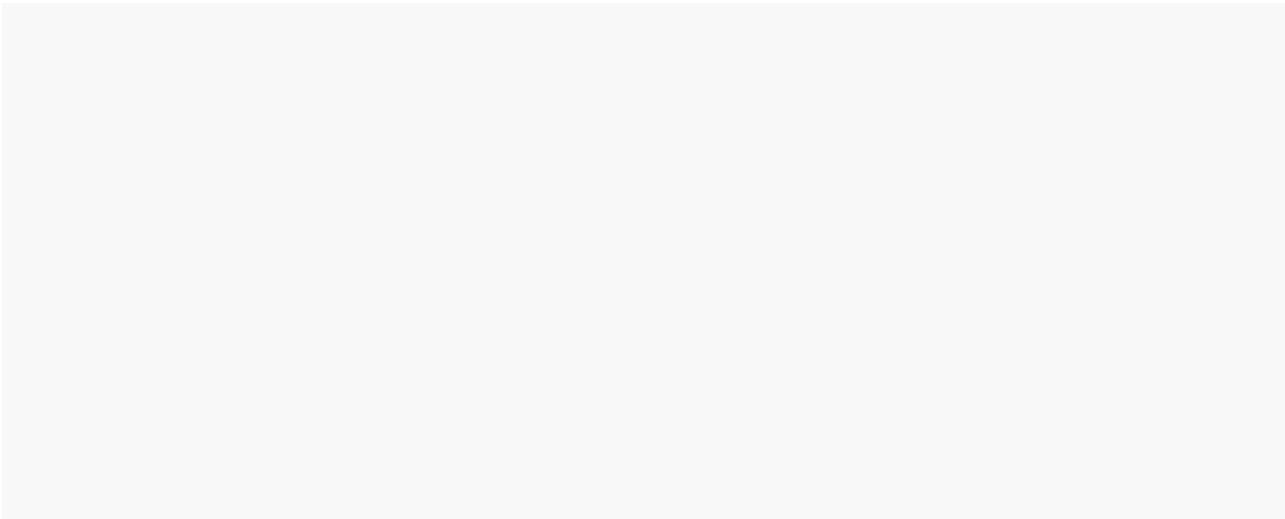
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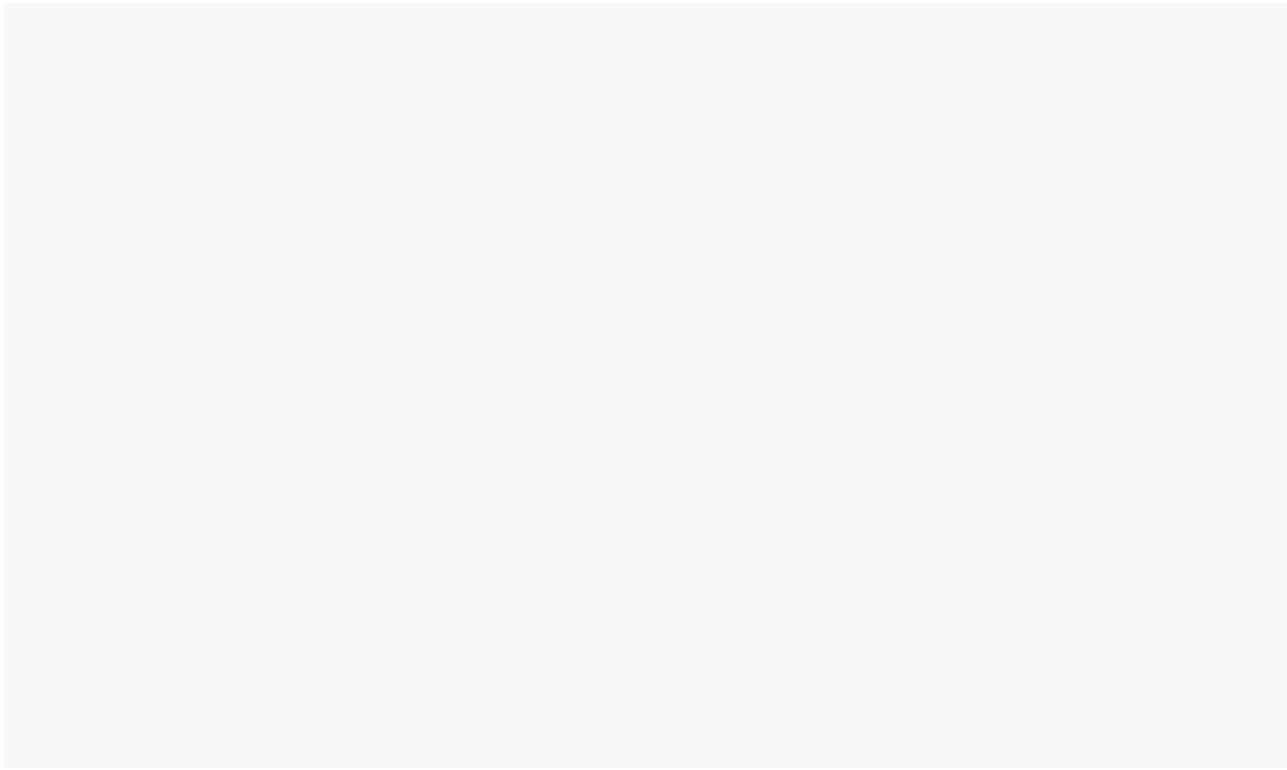
On Feb. 22, consumers could tune in to InStyle's Facebook page to watch the 20-minute conversation between the magazine's fashion and beauty editor at large Kahlana Barfield Brown and La Mer skincare expert Clyde Johnson. In addition to the editor's questions, consumers could ask their own questions to get specific advice from Mr. Johnson.

Red carpet ready

Both InStyle and La Mer promoted the conversation to their social followers before the live stream aired at 3 p.m. EST on Facebook.

After the conversation, consumers could still tune in via a packaged video, extending the potential audience.





Creating radiant skin is just one key to turning heads on the red carpet. Tune in to our Facebook page on Monday at 3pm EST to hear about all big night beauty secrets as we prepare for the #Oscars next weekend with @LaMer expert Clyde Johnson. #ad

A photo posted by instylemagazine (@instylemagazine) on Feb 19, 2016 at 3:18pm PST

At the beginning of the video Ms. Barfield Brown introduces Mr. Johnson and gives an endorsement, telling viewers that she frequently turns to him for skincare questions.

First, the editor offers up a timely question, asking what can be done to combat dry skin after riding in an airplane, something many luxurians are doing to attend the Academy Awards or fashion weeks around the globe. Mr. Johnson suggests drinking a lot of water, eating water-heavy foods and hydrating, opening a jar of La Mer cream to demonstrate as he talks about doubling up on moisturizer.

Next the duo discusses the best practices for makeup removal and skincare following a big night out. Tips include laying out cleansers before the consumer leaves for her event, making less work when she comes back to her room later, and using La Mer's renewal oil to help skin absorb moisture.

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We're live chatting about Big Night Beauty and tips for red carpet-ready skin with InStyle's fashion and beauty editor-at-large Kahlana Barfield Brown and partner La Mer's skincare expert Clyde Johnson. Leave your beauty Qs in the comments now!

Posted by **InStyle** on Monday, February 22, 2016

Consumers chimed in with questions about winter dry skin, humidifiers and suggestions for La Mer products to combat fine lines.

As of press time, the video had been watched more than 20,000 times, with over 180 consumers engaging in the comments section.

The live chat, which has frequently been conducted through text on social media, has become more engaging with video feeds.

Swiss watchmaker IWC Schaffhausen took consumers into the driver's seat with a live Periscope chat with brand

ambassador Lewis Hamilton.

The 30-year-old Mercedes AMG Petronas Formula One team driver sat down with the brand before the Abu Dhabi Grand Prix in United Arab Emirates, sharing his thoughts on everything from cars to tattoos. While the live Twitter talk is an accepted engagement tactic, giving consumers access to a high-profile figure, broadcasting the session on Periscope enabled those who tuned in to actually see the personality answering their question ([see story](#)).

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