

ADVERTISING

Lancme welcomes back Isabella Rossellini as spokesmodel for accomplished beauty

March 7, 2016



Portrait of Isabella Rossellini

By STAFF REPORTS

Beauty marketer Lancme has tapped Isabella Rossellini as its muse, partnering with the free-spirited actress to spread a message of uninhibited femininity.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

In 1983, the now 63-year-old was named the brand's first face, a position she carried for 14 years. Today, the brand says she still embodies its values, including well-being and positivity.

Silver screen star

Ms. Rossellini is the daughter of Swedish actress Ingrid Bergman and Italian director Roberto Rossellini. Following in her famous parents' footsteps, she became an actress.

Throughout her acting career, Ms. Rossellini has taken on roles in such films as David Lynch's "Blue Velvet," Robert Zemeckis' "Death Becomes Her" and, more recently, David O. Russell's "Joy."

Now, about 30 years after she initially paired with Lancme, Ms. Rossellini will work with the brand on a regular basis, acting as a spokesmodel and sharing her thoughts on beauty and happiness.



Lancme Parisian Pop collection

"Beyond Lancme's values, which she represents so magnificently and quintessentially, Isabella embodies the idea of an accomplished beauty that is synonymous with well-being," said Franoise Lehmann, general manager of Lancme, in a brand statement. "She also maintains a very positive, serene attitude to age, which she experiences as liberating and self-affirming."

Lancme's marketing has tackled the subject of aging, urging the brand's fans to embrace their years.

The beauty label encouraged each of its consumers to "love [her] age" through a sponsored post on Facebook.

The #LoveYourAge post by Lancme acted a self esteem public service announcement with a video featuring the brand's ambassadors Penelope Cruz, Kate Winslet, Lily Collins and Lupita Nyong'o all sharing statements. Beauty brands often cast fresh, young faces for campaigns which may alienate older, established consumers, so having ambassadors of various ages works to accurately display Lancme's diverse demographic of women ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.