

INTERNET

Chanel inspires self expression through diversified beauty looks

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Kristen Stewart for Chanel

By SARAH JONES

French fashion house Chanel is highlighting the versatility of its eye makeup collection through a personality-driven effort.

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Chanel's #EyeCanBe campaign centers on frequent brand face Kristen Stewart, asking her to portray diverse characters such as a tomboy and a star. By showcasing these different looks on the same animated face, Chanel is able to show consumers that they, too, can reinvent themselves with a swipe of mascara.

"In the series of short videos and photo shoots, Mario Testino captured four intimate looks of Kristen: tomboy, mischievous, playful and star," said Anna Szubrycht, founder and president of **Chic Being**, a Santa Monica, CA-based luxury brand consultancy.

"Kristen perfectly embodies magnetic beauty and free spirit of a young woman with a modern attitude to life," she said. "She proves that modern women can be anyone they like, always with a perfect makeup on."

Ms. Szubrycht is not affiliated with Chanel, but agreed to comment as an industry expert.

Chanel did not respond before press deadline.

Many roles

Chanel introduced its new makeup campaign through an email sent to newsletter subscribers.

Touting "Mascara for every expression" in the subject line, the email opens with stacked images of Ms. Stewart's eyes. Below, the recipient can view some of the brand's mascara selection, which tackles desires such as volume or separation.

CHANEL



LASH OUT

EXPRESS YOURSELF WITH THE VERSATILE RANGE OF MASCARA,
FROM LASH-DEFINING TO VOLUME-ENHANCING.

SHOP NOW

Email from Chanel

On the click-through, consumers are taken to a dedicated page of Chanel's ecommerce site. Here, they can take a closer look at the makeup applied to the actress' lashline.

Short black-and-white videos capture intimate moments on set between photographer Mario Testino and Ms. Stewart. As the pair converse, they talk about what she needs to do to embody her role.

For her "Playful" look, the actress is shown in a rare giggly state as she mentions her ability to be buoyant, which causes the photographer to share that she looks like a different person.

As she takes on her role as a tomboy, Mr. Testino tells her to detach from her feminine side, while her Mischievous persona requires a secretive head tilt.

Kristen Stewart lets her eyes do the talking: #EyeCanBe Mischievous - Chanel

"Kristen Stewart has been Chanel muse since few years already," Ms. Szubrycht said. "She became the face of Mtiars d'Art collection in 2013 and Paris-Rome in 2015/16. She was advertising Chanel handbag and eyewear collection and starred as young Coco in a short movie 'Once and Forever' directed by Karl Lagerfeld.

"As a celebrity muse and an icon of young generation, Stewart portrays very modern, punky and playful young women, slightly reminding Mademoiselle Chanel in her early years," she said. "Chanel makeup campaigns were always very classic and rather preservative.

"The official appointment of Kristen as the face of Chanel Beauty is a great step towards reaching younger audience and creating more daring image of makeup collections."

On YouTube, Chanel has shared a series of coordinating tutorials, inviting consumers to "let [their] eyes do the talking." Rather than the typical instructional film, the brand instead flashes through the steps.

These shorter bursts of content may help Chanel keep consumers' attention, as seasoned makeup mavens watching are likely to have some understanding of application, therefore needing less education.

After showing a picture of a product, Chanel includes a snappy line about the step. For instance, its La Palette Sourcils de Chanel is followed by the message "Shape up, shade in," referring to filling in eyebrows.

Chanel Makeup How to - #EyeCanBe Tomboy

At the end of each tutorial, Chanel tells consumers that they can achieve Ms. Stewart's look. For instance, "#EyeCanBe playful like Kristen."

The YouTube videos are shoppable, and the brand has included all of the product information and links in the

information section of each.

Getting personal

Recently, Chanel has been taking a more intimate approach to its beauty promotions.

The brand is teaching consumers how to achieve makeup mastery with the help of supermodel Gisele Bündchen.

In the first in a new series of Chanel Beauty Talks, the model sat down with the brand's global creative makeup and color designer Lucia Pica to share beauty secrets to "Free Your Glow." Compared to other makeup tutorials, the designer and model have a natural conversation, allowing their personalities to come through along with their tips and tricks ([see story](#)).

Chanel Beauty leads its industry in establishing a strong emotional connection with consumers through a foundation of intimacy, according to a new report from MBLM.

Broken into categories that include automotive, fashion, retail, travel, health and beauty and other industry sectors, MBLM's "Brand Intimacy Report 2015" examined key attributes to determine which brands have built a relationship based on positive feelings and associative key attributes. Using six markers, such as fulfillment, identity and nostalgia, and judging the strength of such bonds, MBLM identified the character and nature of brand relationships to determine a Brand Intimacy Quotient from 1-100 used to rank performance ([see story](#)).

"Video tutorials and campaign itself are very inspirational," Ms. Szubrycht said. "They evoke desire to play with products and try different options.

"The Web site content concentrates on showing diversity of the entire collection, whereas the tutorials focus on attitude with the final outcome rather than on educating customers how to recreate the specific look," she said.

"However, diversity and inspiration is exactly what modern customers of premium makeup want today."

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