

INTERNET

Chanel prompts beauty remix through amplified approach

March 29, 2016



Promotional image for Chanel Coco Stylo & Le Vernis

By SARAH JONES

French fashion house Chanel is turning up the dial on color cosmetics with the help of a girl band.

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To launch its Rouge Coco Stylo and Le Vernis collections, Chanel had a trio of models take on the role of rock stars, with their instruments of choice the lip color and nail polish. This lends an edgier appeal to Chanel Beauty, which may resonate well with entry-level consumers.

"A bold lip and a darker shade of nail go hand in hand as a staple for any self respecting rocker chic," said Terry Rieser, co-founder and COO of [Tag Creative](#), New York.

"Based on what we saw in Paris Fashion Week, Chanel certainly had fun blending timeless sophistication with edgy style," she said. "My assumption is that playing with a 'rocker' look and feel was an easy way to bring energy to this launch while giving real reasons to focus on both nails and lips. Who knows better about long lasting came across as an authentic 'torture test' almost."

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

[Chanel](#) did not respond before press deadline.

Raising the volume

On Facebook, Chanel released a series of videos in which the brand's longwear nail duo and its lipshine take on the role of the equalizer bars rising and falling on a stereo display. These invite consumers to "play with [their] signature" on Chanel's Web site.

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ROUGE COCO STYLO. Play with your signature at chanel.com/rcc-stylo

Posted by [CHANEL](#) on Friday, March 25, 2016

Another video explores the concept further, first showing a soundboard with the words "I love Coco" written on its screen. A red manicured hand turns a dial up, and the three models perfect their smoky eyes before beginning their tune.

One of the band members smacks two of the Rouge Coco Stylo pens together, as if counting off with drumsticks. She is then shown playing a drum kit constructed of Chanel Beauty boxes.

As her companions play the keyboard or guitar, their lacquered fingernails are on display. The trio dances to their song, showing their personalities.

Rouge Coco Stylo & Longwear Nail Duo: play with your style - Chanel

"Fernanda Ly is the modern Chanel woman," Ms. Rieser said. "This effortlessly chic yet bold woman exudes confidence and attitude. You get the sense she knows what she wants and exactly how she wants it.

"The product benefits of the Rouge Coco Stylo are totally in line with her on-the-go lifestyle where she demands a rich and deep shine, while still caring about all-day hydration," she said.

"I think the music video is fun, and cleverly allows us to focus on the women's nails, seeing them in action rather than just sitting idle."

Introducing the collection to its newsletter subscribers, an email subject line reads, "Throw perfect shade." Keeping to the theme, copy inside asks, "Louder, please."



LOUDER, PLEASE

TURN UP THE SHINE WITH HYDRATING LIPSTICKS AND GLOSSY POLISHES IN A PALETTE OF VERSATILE SHADES, FROM COOL NEUTRALS TO HOT BRIGHTS.

[SHOP NOW](#)

Email from Chanel

On the click-through, consumers are taken to a landing page on Chanel's beauty ecommerce site. Here, in addition to the campaign video, consumers can browse and buy the lip color or nail polish.

Rouge Coco Stylo is meant to be a hybrid that delivers lipstick-style color, the comfort of a lip balm and the shine of a lipgloss all in one. On its product page, Chanel includes a tutorial, helping consumers create a springtime look using the product.

Taking a full face approach, the tutorial shows a model completing a multi-step process including lightening her face, applying a light layer of powder and swiping on mascara as a voiceover explains the purpose behind each action and identifies each product used. The model completes her look with lip liner and a single click of Rouge Coco Stylo, finishing the video in under a minute.

For the longwear nail duo, Chanel takes more time, laying out each necessary step in a ritual that will produce a long lasting manicure, from carefully filing nails to moisturizing, pushing back cuticles with a cotton stick and applying a basecoat. Brush stroke by brush stroke, the brand explains how to apply the color and gel top coat for the best results.

Longwear Nail Duo: How to achieve a perfect long lasting manicure - Chanel

Chanel previously premiered these products at a pop-up event at Los Angeles' Chateau Marmont. "I Love Coco," which opened to coincide with the Academy Awards, was intended to evoke the feeling of a private club and backstage makeup area ([see story](#)).

Personality profile

Chanel's beauty campaigns often center on finding the right cosmetic persona.

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

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 ([see story](#)).

France's 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.

Chanel Beauty's marketing is proficient in embracing the six markers needed for a strong relationship with consumers, including indulgence due to its price and status as a luxury brand. Also, Chanel Beauty commonly references its identity and includes nods to nostalgia to connect with consumers and push its products, both of which are MBLM markers ([see story](#)).

"I'm not totally convinced the content is working as hard as it could be," Ms. Rieser said. "While the video on the Web site seems to push a playful, edgy aesthetic, the YouTube tutorials revert back to a safe and totally educational approach. The predictably classic red manicure isn't very compelling.

"I see they had some fun with the Facebook videos imitating a sound mixer created by product, however upon click through you're led to a static product page, it just seems like a disconnect," she said.

"We at Tag are big fans of Chanel and adore Fernanda Ly but there seems to be some inconsistencies here, and we're disappointed that Chanel hasn't leveraged Fernanda more. We'd definitely would have loved to see her used throughout the content in more fun and playful ways as their brand video started to do."

8 thoughts on "Chanel prompts beauty remix through amplified approach"

1. LM says:

August 9, 2016 at 8:50 am

Not sure if this is a sponsored post, but I would have a hard time assessing a market here from one resource/vendor perspective. There has to be a good half dozen companies out in the resale category who could have provided perspective for this article to give a more thorough view of the market. Unfortunately, one source isn't really going to do it to determine what is happening in the category. Though maybe this is a sponsored post?

2. Mediaboom says:

August 9, 2016 at 1:34 pm

Good insight!

3. Freddy Martinez says:

August 15, 2016 at 3:08 pm

UHNW Individuals have been looking at ways to spread their assets outside of the United States as well. Per 2016, at Forem Investments, a [Wealth Management Miami](#) firm, we saw about a 20% increase on abroad real estate investing.

As housing prices continue to drop in Miami, as if there were no actual signs of recovery, many clients are shifting their mindset into acquiring assets as commercial real estate in Latin America and Southeast Asia.

4. John Andrews says:

August 22, 2016 at 6:40 am

Like all brands, Luxury brands need to learn to interact vs. broadcast. Engagement and relationships are key. Not following back followers is not only not engaging, it's arrogant as hell. Many luxury brands are still stuck in a mentality that consumers are waiting with rapt anticipation of everything they do. They aren't. Brands that get this will prosper and those that don't will fade.

5. Lois Lewandowski says:

August 22, 2016 at 11:10 am

Good morning Neil,

I have been on Pinterest for years and appreciated your insight into this visual sharing platform. As an author my use of the platform was creative (I created boards for my books, pulling pins from other Pinners), but I also enjoyed simply creating boards about my personal interests. I have always looked at Pinterest as a “soft sell” rather than a direct connection. In fact, I don’t follow Pinners who only market and sell on the platform. They spam the feed and I am unable to see pins I would like. I am connected to people all over the world from Japan to the UK, Latin America to Australia. I will be publishing a blog post on planning a wedding on Pinterest, if you are interested I will be happy to send you the link for your research. Have a great day.
Lois Lewandowski.

6. **Lawrence Kelly** says:

August 23, 2016 at 12:17 am

Wayfair is an innovator, they are both progressive and dynamic. These are the types of companies we want to do business with.

7. **William L Taylor** says:

February 28, 2017 at 9:42 am

Is the pilot of the glider Bob Crippen, the NASA astronaut? I met and photographed him after his Shuttle flight as a NASA photographer.

8. **John Taylor** says:

March 20, 2017 at 4:59 pm

You published a very nice article about us, to which I linked from my website. Now with your subscription model, no-one can look at the story without subscribing. This is not good for anyone. To be able to link to a single story is good advertising for us – and to potential subscribers to your publication. On our site we have a link to a New York Times story and one is not forced to subscribe when trying to read it.

It is embarrassing that my viewers would be faced with this after I offer them the chance to read the story. I would appreciate it very much if you would change this.

John Taylor
kubaba.com

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