

NEWS BRIEFS

Instagram, lipstick sales, Lucia Pica and Gucci – News briefs

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Image courtesy of YSL Beauty

By STAFF REPORTS

Today in luxury marketing:

[Instagram creates business profiles](#)

Instagram is making it easier for businesses to use the platform and, ostensibly, making it easier to turn those businesses into advertisers, says WWD.

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[The lipstick index has a luxury twist](#)

The "lipstick index" is back, and this time it's gone upmarket, per Bloomberg.

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[Lucia Pica, Chanel's makeup maverick](#)

Lucia Pica's disheveled black hair and dark red eyeliner create a striking contrast with her salt-and-pepper Chanel tweed suit trousers and chic green turtleneck, underscoring the particular blend of contemporary and classic that the East London-dwelling makeup artist has brought to her role as global creative makeup and color designer at French luxury giant Chanel, who hired Pica in January 2015, according to Business of Fashion.

[Click here to read the entire article on Business of Fashion](#)

[Gucci in Westminster: Blasphemy or blessing?](#)

The concept of worshiping at the altar of fashion took new form on June 2, as Gucci held its cruise 2017 catwalk show amid the Gothic 13th-century cloisters of Westminster Abbey, one of the most sacred sites in Britain, reports The New York Times.

[Click here to read the entire article on The New York Times](#)