

FRAGRANCE AND PERSONAL CARE

La Mer melds skincare expertise with color cosmetics in debut line

October 5, 2016



Crme de la Mer skincare and Skincolor de la Mer products

By JEN KING

Estee Lauder Cos.' Crme de la Mer is introducing its vision of beauty beyond skincare with the launch of its first cosmetics range.

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La Mer's first foray into cosmetics uses its skincare expertise as a bedrock in developing three products and two tools. With a cult following, and the cosmetics industry booming, it was a natural progression of the La Mer brand to establish its own line of skincare-based cosmetics.

Beauty beyond skincare

Ahead of Skincolor de la Mer's launch, the Estee Lauder Cos.-owned La Mer teamed with its first official brand ambassadors.

Earlier this summer, La Mer teamed with Patrick Ta, a self-taught beauty expert discovered on Instagram, along with Hollywood veteran Kayleen McAdams and Parisian makeup artist Violette. At the time, La Mer only offered its skincare products, but linking with three beauty gurus ahead of the fall collection launch was a strategic move pointing to its new category venture ([see story](#)).



Violette, a La Mer brand beauty ambassador

Exclaiming that "the weight is over," La Mer began promoting its weightless and pigmented cosmetics in late September across its social media platforms. The hashtag #BeautyBeyondSkincare has also been created for promotional use.

On its Web site, consumers are introduced to the Skincolor de la Mer collection through a video artistically displaying the three products and two applicator brushes.

Skincolor de la Mer includes a \$110 weightless, fluid foundation with SPF 20 and available in 15 shades, four shades of concealer priced at \$75 and a "light-as-air" translucent finishing powder for \$95. Sold separately, Skincolor de la Mer also includes a foundation and powder brushes.

Skincolor de la Mer by La Mer

Last summer, Swiss skincare brand La Prairie similarly updated its Skin Caviar Foundation collection to include 17 shades instead of the previous dozen. The offering of numerous shades of a product ensures inclusion and accessibility in the global market ([see story](#)).

When launching new products, tutorialized content is a helpful tactic that introduces a consumer to new items as well as demonstrating proper use.

In its "Meet the Artists" section on its Web site, La Mer profiles Mr. Ta and Violette and includes mini "beauty lessons" on today's trends such as highlighting, contouring and "getting the glow."



La Mer's Skincolor de la Mer

All content is shoppable, enabling consumers to seamlessly make a purchase after being educated and instructed on La Mer's new offerings.

La Mer also included "Looks to Love," demonstrating natural, glowing radiance and matte perfection.

Keeping its content firmly rooted in education, as it does with its skincare products, La Mer also included techniques that merge its cosmetics and skincare line for a well-rounded routine. This content features Clyde Johnson, La Mer's chief education expert, whose inclusion adds an element of trust in the Skincolor de la Mer line.

Beyond the core

A number of high-profile brands well-known for a particular product category have gone to market with collections outside their core offerings.

French footwear label Christian Louboutin, for example, recently ventured into the fragrance category after a successful entrance into color cosmetics.

Instead of a single fragrance to make its introduction into the perfume market, Christian Louboutin has created three scents to capture the multifaceted desires and personalities of a woman. With the fragrance trio, Christian Louboutin now offers female consumers footwear, accessories, lipstick and nail varnish, to create a head-to-toe, branded look ([see story](#)).

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