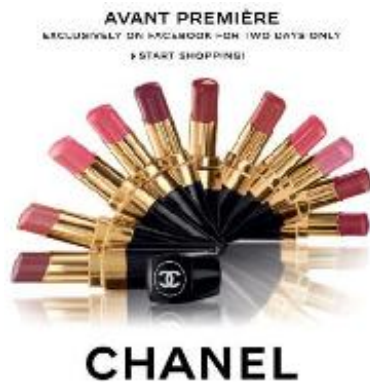


COMMERCE

## Chanel goes with Facebook for lipstick ecommerce

April 6, 2011



By ELIZABETH ZELESNY

French fashion house Chanel has revealed its new lipstick collection through a dedicated section of its Facebook page that allows consumers to shop directly within the social network.

[Sign up now](#)

**Luxury Daily**

To shop the Chanel “Rouge Coco Shine” collection, consumers must like the brand’s Facebook page. The “avant premiere” is exclusively on Facebook for two days only – yesterday and today – and the complete line will be available at retail beauty counters nationwide in the coming weeks.

“Facebook gives luxury brands high visibility with fans and increases traffic to their Facebook pages,” said Sean Cook, CEO of ShopVisible, Atlanta. “It wasn’t that long ago that many luxury brands were hesitant to launch full ecommerce sites because they were concerned about how online sites would impact the brand experience they cultivated.

“Many opted for ‘look-book sites’ that allowed viewers to see products, but did not allow them to make online purchases,” he said. “As a result, brand enthusiasts did turn to these Facebook pages to get a deeper brand experience.

“The next step in this evolution is to enable them to then purchase the products they see on

the Facebook site – it's another critical element in fully engaging with your customers.”

Chanel did not respond by press deadline.

Mr. Cook is not associated with Chanel and agreed to comment as a third-party industry expert.

Pucker up

The Chanel Rouge Coco Shine lipstick collections features 18 different shades in an array of red and pink hues.

Chanel currently has more than 3 million fans on Facebook. In addition to marketing the lipstick collection via Facebook, the brand is also using email newsletters to drive sales and attract consumers.



The screenshot shows the top of a Facebook page for Chanel. On the left is the profile picture, a portrait of a woman with blonde hair, with the text "ROUGE COCO Shine" above it and "CHANEL" below it. The main content area shows a post from Chanel, titled "CHANEL | J12 Chromatic". The post includes a small image of a watch and text: "Be a part of watchmaking history on June 1, 2011. CHANEL | J12 Chromatic j12-chromatic.chanel.com An exclusive new watch with a totally new and truly innovative color -- the result of a high-tech 21st-century material: Titanium Ceramic. Sign up and be the first to discover the world of the J12 Chromatic." Below the post are interaction buttons for "Like", "Comment", and "Share", and a comment box.

*Chanel's Facebook page*

Most recently, the luxury brand posted information about the lipstick collection to fans and consumers via the Facebook page.



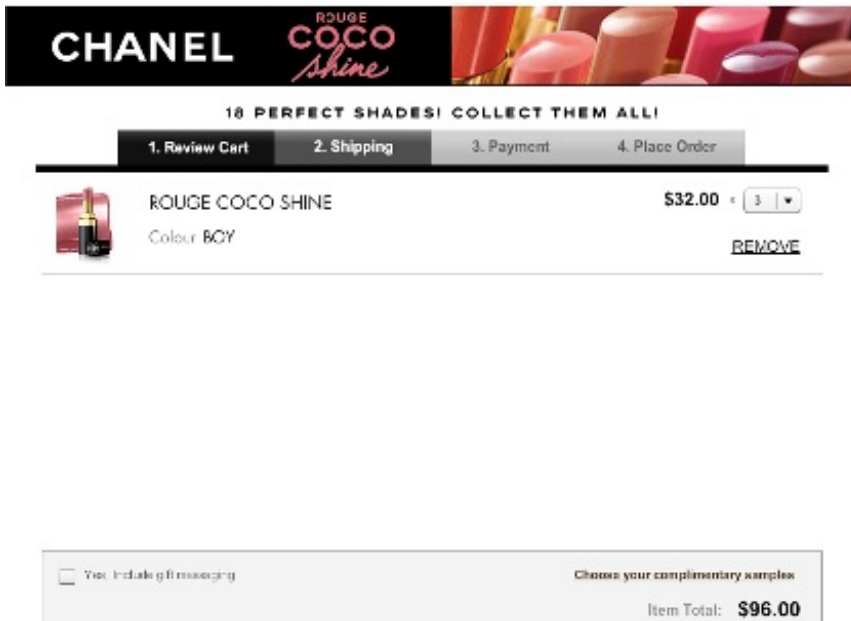
This is a close-up of the post from the Chanel Facebook page. It features a small image of the Rouge Coco Shine lipstick collection, with the text "ROUGE COCO Shine" above it and "CHANEL EXCLUSIVE" below it. To the right of the image is the text: "Shop ROUGE COCO SHINE apps.facebook.com You've heard the buzz...now be among the first to shop this irresistible 18-shade lipshine collection two days before its official debut, with complimentary shipping." Below the text are interaction buttons for "Like", "Comment", and "Share", and a comment box.

## *Chanel's Facebook post*

Consumers who “like” the Chanel Rouge Coco Shine Facebook page will receive access to purchase the collection via Facebook.

“By taking an exciting new product and making it available to fans only, [Chanel] is generating buzz and maintaining the alluring sense of exclusivity that luxury brands strive for,” Mr. Cook said.

“Consumers will be more interested to learn about this product, driving them to become fans of the Facebook page, so that they can be involved in future exclusive product launches,” he said.



## *Purchase via Facebook*

The strategy behind the site, it seems, is more about directly selling the lipstick collection and is less about informing consumers what makes this collection unique.

Additionally, the Facebook site does not take away from the exclusivity that surrounds Chanel. By monetizing its Facebook page, Chanel may begin to see an increase in online conversions and sales.

## *Facebook is new lookbook*

Luxury brands have started to build their Facebook-commerce strategy by creating a separate tab on their Facebook pages.

Women ages 15-24 are the most active on social networking sites, according to market researcher comScore. They also spend 20 percent more time on retail sites than men, and women spend more time on comparison-shopping and review sites.

Chanel providing its women customers with access to purchasing the lipstick collection via Facebook could work as consumers tend to look to their peers and friends as influencers in what to buy.

“Brands should give fans a reason to shop on Facebook by offering incentives such as

exclusive access to limited-edition products, providing a more unique shopping experience and creating a collaborative buying experience – such as enabling numerous users to contribute funds towards a single purchase,” Mr. Cook said.

“Brands should also harness the communication tools their fans are already using to spread the brand’s reach,” he said. “Brands should look into their fan base and consider how they use Facebook to reach those fans.”

Final take

*Is Facebook making a grab for everything?*

---

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.