

FRAGRANCE AND PERSONAL CARE

Chanel brings Lily-Rose Depp's youthful je ne sais quoi to Beauty Talks

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Chanel's Rouge Coco Gloss collection

By STAFF REPORTS

French atelier Chanel is fulfilling consumers' color cravings in the fourth installment of its Beauty Talks video series.

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In the latest episode, Chanel's global creative makeup and color designer Lucia Pica is joined by actress Lily-Rose Depp. At only 17 years old, Ms. Depp was selected by Chanel to be the face of N 5 L'Eau, the modern interpretation of the iconic N 5 fragrance ([see story](#)), as well as the beauty ambassador for the new Rouge Coco Gloss lipstick line, available in 24 moisturizing shades.

Au natural gloss

Chanel Beauty Talks' first video clip shows Ms. Pica and Ms. Depp responding to the "glossy interview," blurting out their answers at the same time. Prompts include American or French beauty, city or beach, and now or later, among others.

The duo shout out their answers, finding that some responses are the same, causing them to laugh for a more candid interaction.

Chanel's full episode, titled "Gloss Only," shows Ms. Pica and Ms. Depp lying on the floor together, with pillows under their heads and surrounded by tubes of Rouge Coco Gloss lipsticks.



Lucia Pica and Lily-Rose Depp for Chanel Beauty Talks, episode 4

The conversation begins with Ms. Pica recalling the first time she did Ms. Depp's makeup and how she was very particular in what she wanted to have applied: bright orange lips, glossy eyes and a lot of mascara.

Ms. Depp tells Ms. Pica that when she was 12, her mother and Chanel muse, Vanessa Paradis, gave her a bag of Chanel cosmetics for her birthday. The gift resulted in Ms. Depp becoming the "makeup artist" to her friends, due to her love of cosmetics.

As the two talk, the subject changes to the range of hues available in the Rouge Coco Gloss collection and how different shades evoke different styles.

The scene then swaps to a dressing room setting with Ms. Depp positioned in front of the camera as if it were a mirror. Text in the corner alerts viewers to which shade Ms. Depp is trying.

Chanel Beauty Talks' fourth episode ends with Ms. Depp saying that being natural, "above all, it means daring to be yourself."

In addition to its appointment of Ms. Depp as a fragrance and beauty ambassador, Chanel has used the Rouge Coco Gloss line to speak to millennial and Gen Z consumers.

Earlier this month, Chanel launched an emoji keyboard in a bid for the attention of the youth segment of the market.

Available only for iMessages on iOS devices, Chanel has designed a series of graphics to customize enthusiasts' peer-to-peer communications. While the concept is not new, Chanel's development of an emoji keyboard is interesting because the brand often keeps a very sophisticated and curated image.

The Chanel emoji keyboard was inspired by the Rouge Coco Gloss.

Sticker options include speech bubbles with phrases such as "cute," "please" and "omg." Other motifs include a peace sign that spells out love, a thumbs up and a diamond balancing on the tip of a cartoon pointer finger ([see story](#)).