

FRAGRANCE AND PERSONAL CARE

Chanel enlists top models to give beauty tutorials for new cosmetics collection

August 10, 2017



Chanel's new campaign is inspired by the beauty tutorials that are massively popular on social media. Image credit: Chanel

By DANNY PARISI

Chanel is promoting its latest beauty collection with a candid video featuring Polish model Jac Jagaciak and Singaporean model Fiona Fussi.

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In contrast to the brand's more highly produced video content, these shorts take a more personal, informal approach as Ms. Jagaciak and Ms. Fussi walk viewers through their processes for applying makeup. Throughout the videos, the two highlight different products from Chanel's new collection and talk at length about how they use it and why.

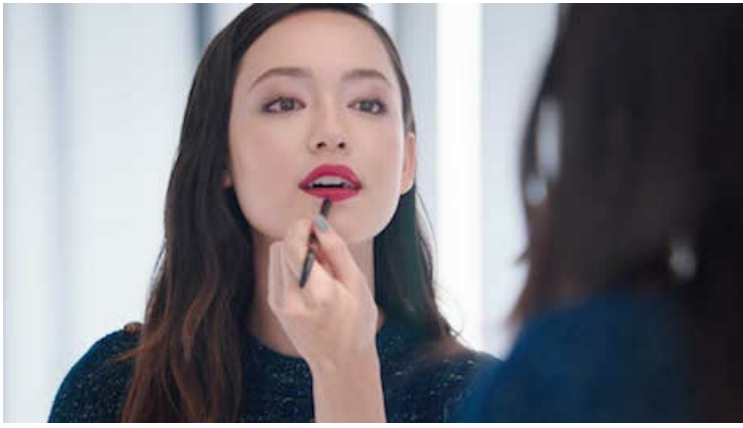
California sunset

Chanel's fall/winter 2017 collection contains an entire new line of beauty products and cosmetics, designed by its global creative makeup and color designer Lucia Pica.

The collection as a whole is designed to reflect the aesthetics of a California road trip, harnessing the color palette of a Californian sunset.

In line with that looser, more casual appeal, Chanel is employing a similarly informal video marketing campaign, focusing on two models and how they personally apply Chanel makeup products at home.

Rather than a highly produced video with music and slick visuals, these videos are more akin to a makeup tutorial one might find on YouTube or Instagram as the models candidly talk to the camera and apply their makeup in real time, with few cuts.



Fiona Fussi. Image credit: Chanel

Ms. Jagaciak and Ms. Fussi both focus on a new three-in-one palette that comes with concealer, blush and highlighter, touting its convenience and portability.

With these three products in one, customers can do their entire base without the need for extra makeup palettes. This is in line with the campaign's overall focus on quick, easy and no-fuss makeup application.

The videos use the language of beauty influencers, who are massively popular and often post content in the form of in-depth makeup tutorials.

Rather than license these tutorials out to influencers however, Chanel is cutting out the middle man and producing tutorials on their own.

Additionally, the videos extensively show which products are used along with shoppable links that will allow users to purchase the products right after watching the tutorials.

Tutorial content

As beauty tutorials have taken off on social media with many influencers racking up millions of followers for their beauty tips, many brands are starting to take notice and create their own tutorial content.

For example, Italian fashion house Dolce & Gabbana encouraged consumer experimentation with help from Anna Dello Russo, editor-at-large and creative consultant for Vogue Japan.

In an effort shared on social media, Ms. Dello Russo, once described by photographer Helmut Newton as a "fashion maniac," stars in a video tutorial for Dolce & Gabbana's DG Straps, a handbag accessory that enables customization by consumers. Dolce & Gabbana explains that "fashion is transversal" and that DG Straps will let its consumers have more fun with its products ([see story](#)).



Jac Jagaciak. Image credit: Chanel

Other brands are taking a similar approach as Chanel and enlisting famous models to offer their own beauty tips.

French atelier Christian Dior tapped its beauty ambassador Bella Hadid to share her go-to party look as consumers ready for New Year's Eve celebrations.

Dior debuted its beauty video content with Ms. Hadid on Dec. 30 last year, just as many consumers were likely to be finalizing plans and outfits to ring in the new year. At the time of the campaign, Ms. Hadid's massive social media following included an audience of 9.1 million on Instagram alone, ensuring that Dior's content was visible by a

coveted demographic of consumers, millennials ([see story](#)).

This type of content is a way for brands to lessen their reliance on influencers and bring more engagement back to the brand itself as well as offering some guidance on how best to use their products.

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