

FRAGRANCE AND PERSONAL CARE

Balmain gets into formation for L'Oreal lipstick campaign

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Balmain creative director Olivier Rousteing is featured in the campaign. Image credit: L'Oreal

By STAFF REPORTS

French fashion house Balmain's Army has a new "We are all worth it" battle cry as it launches its first color cosmetic line with L'Oreal Paris.

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In May, Balmain announced that it was working with the beauty marketer to release a co-branded capsule collection of L'Oreal's best-selling Color Riche lipsticks. The current color cosmetic market's value is approximately \$52 billion, and by 2020, the beauty category is expected to be worth close to \$80 billion.

The Balmain Army puckers up

The Balmain x L'Oreal capsule collection will include a dozen shades developed by Balmain's creative director Olivier Rousteing with the cosmetics maker's team. The 12 lipsticks will be segmented into three color schemes.

In the advertising campaign developed for the launch, Mr. Rousteing is shown with six models on either side of him, representing the 12 lipstick shades. With Paris as a backdrop, the models all wear Balmain fashions and a shade from the capsule.

Text at the bottom of the ad reads, "United, we are invincible" and "12 couture matte shades by Color Riche" with the dozen lipstick tubes below.

As of press time, L'Oreal and Mr. Rousteing have shared the campaign on social media. Balmain's official channels have yet to promote the lipsticks.



Balmain x L'Oreal Color Riche lipstick advertisement. Image credit: L'Oreal

Balmain x L'Oreal will hit stores that carry L'Oreal products beginning in September. A "Jewel Edition" showcasing three of the shades from the capsule will be carried exclusively at Balmain's boutiques in addition to select retail partners.

L'Oreal is the official partner of Paris Fashion Week, where Balmain will present its upcoming collection. Balmain will likely feature the lipsticks on the "Balmain Army" during its runway show to enhance the capsule's reach ([see story](#)).

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