

FRAGRANCE AND PERSONAL CARE

Guerlain's tastemaker series captures power of lipstick

August 29, 2017



Guerlain's KissKiss Matte is new for fall 2017. Image credit: Guerlain

By JEN KING

Paris-based cosmetics brand Guerlain is telling how each woman has her own makeup story in a series of films starring international influencers.

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Guerlain filmed the KissKiss Matte Stories series to highlight its matte lipstick range of the same name through the lens of relatable figures. Influencer marketing is extremely useful for beauty brands, as consumers in the sector are more likely to take advice from social media-famous voices.

"Brands today are competing for customer attention," said Gil Eyal, founder and CEO of **HYPR**, New York. "In a world where audiences are blind to traditional advertising, or actively avoiding it, brands have to find channels that audiences remember and that create genuine goodwill.

"When you think about it this way, you understand how valuable the endorsement of a thought leader can be for a brand," he said. "A typical person online sees between 1,000 to 5,000 ads a day and remembers very few.

"If they do happen to remember them, they typically view it as an intrusion."

Mr. Eyal is not affiliated with Guerlain, but agreed to comment as an industry expert. **Guerlain** was reached for comment.

Radiating femininity

Guerlain's first KissKiss Matte Stories episode features Japanese model and DJ Sayo Yoshida, who goes by @SayoBaby on social media.

In "A Woman, A Lipstick, Her Story," Ms. Yoshida is shown meeting with Guerlain creative director Olivier Echaudemaison. During the minute-long film, Ms. Yoshida discusses how she prefers natural beauty looks.

Ms. Yoshida also explains how she feels that lips are the most attractive part of a person's face because of the various expressions the lips create during talking, smiling or kissing.



Every woman has her own #makeup story. Our Creative Director Olivier Echaudemaison aids 3 international influencers write their #KissKissStory to once again celebrate femininity & the power of makeup. #comingsoon #mua #makeup #makeuplover #lipsticklover #collaboration

A post shared by Guerlain (@guerlain) on Aug 26, 2017 at 10:30am PDT

The episode then goes to Guerlain's headquarters where Mr. Echaudemaison is shown working on a face chart. In French, Mr. Echaudemaison explains that when a woman wears lipstick it "radiates femininity" and that his inspiration for the color palette comes from strong women.

As Mr. Echaudemaison speaks, the film cuts to Ms. Yoshida applying Guerlain's KissKiss lipstick in a matte formula.

Two more episodes featuring international influencers will soon debut on Guerlain's social channels. The full series will define Guerlain's vision for beauty and reveal the power of lipstick.

Guerlain created the series to promote the nine shades of KissKiss Matte lipsticks available for fall. The range includes deep reds, vivid pinks and nudes.

KissKiss Matte Stories Episode 1 - Guerlain

Inspired by influencers

More than half of luxury and fashion brands expect their influencer marketing budgets to expand over the next year, legitimizing many predictions of the growing popularity of influencers.

Currently, 73 percent of luxury fashion and beauty brands have an active influencer marketing campaign going on and 65 percent agree that it is very effective ([see story](#)).

Guerlain, for example, often works with influencers to promote its product offering.

Earlier this year, the LVMH-owned beauty brand invited international bloggers to its Paris headquarters to test their makeup abilities in a challenge of creativity.

Guerlain gathered eight well-known YouTube vloggers from all corners of the globe to participate in a series of cosmetic challenges. The first of the challenges to be introduced focused on Guerlain's newly launched La Petite

Robe Noire Mascara, a volumizing and perfumed mascara featured in the La Petite Robe Noire range of scented nail polish, makeup and namesake fragrances ([see story](#)).

As an early adopter of influencer marketing, Guerlain also partnered with seven influencers to show its cosmetic offerings to consumers in a more personalized and relatable fashion in 2015.

For the partnerships, Guerlain worked with Style Coalition, a network that connects brands with influencers and bloggers to create branded content, to select Internet personalities that represent different ages, ethnicities and skin tones. By partnering with a series of women, rather than just one, Guerlain was able to give a better representation of its consumers and appeal to the wider audience at hand ([see story](#)).

"The beauty space is one of the early winners of influencer marketing," HYPR's Mr. Eyal said. "It's a world where influencers typically gain their popularity due to the fact that the audience wants to learn from them about the way they use beauty products.

"Feeding your audience information through an influencer they love and respect, as opposed to a banner ad or video pre-roll, creates significant positive good will and increases the chance they'll remember it and be willing to try it," he said.

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