

FRAGRANCE

Luxury beauty labels serve up dramatic holiday looks

October 31, 2017



Dolce & Gabbana's Halloween beauty look. Image credit: Dolce & Gabbana

By STAFF REPORTS

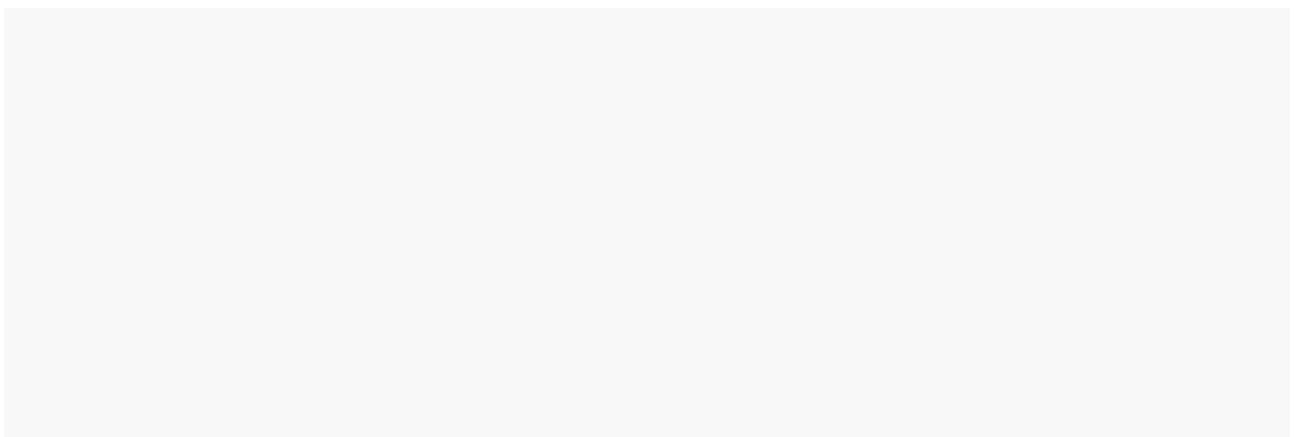
Dior and Dolce & Gabbana are among the beauty brands helping consumers channel their darker sides this Halloween.

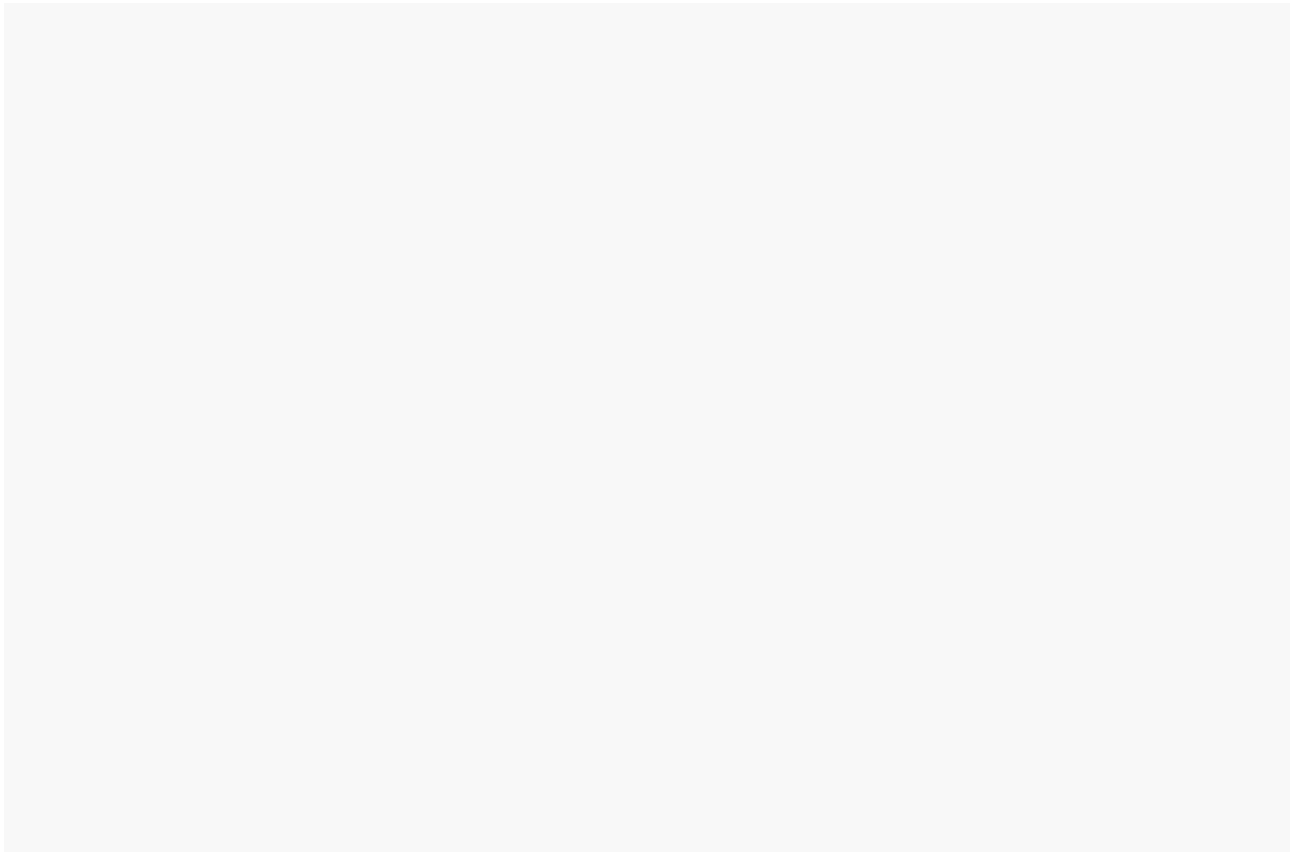
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As revelers looked to get in the festive spirit, brands shared tutorials for cosmetic combinations that would help them channel a glam or ghouly persona. While inventive makeup is usually reserved for the runway, Halloween provides an opportunity for more playful, over-the-top content and tips, showcasing each brand's creativity.

Boo beauty

This Halloween marks the first time that Dior Makeup's creative and image director Peter Philips created over-the-top looks for the holiday. Dior Beauty ambassador Bella Hadid model these looks, which include a Black Flower, Halloween Showgirl and a Smokey Monster.





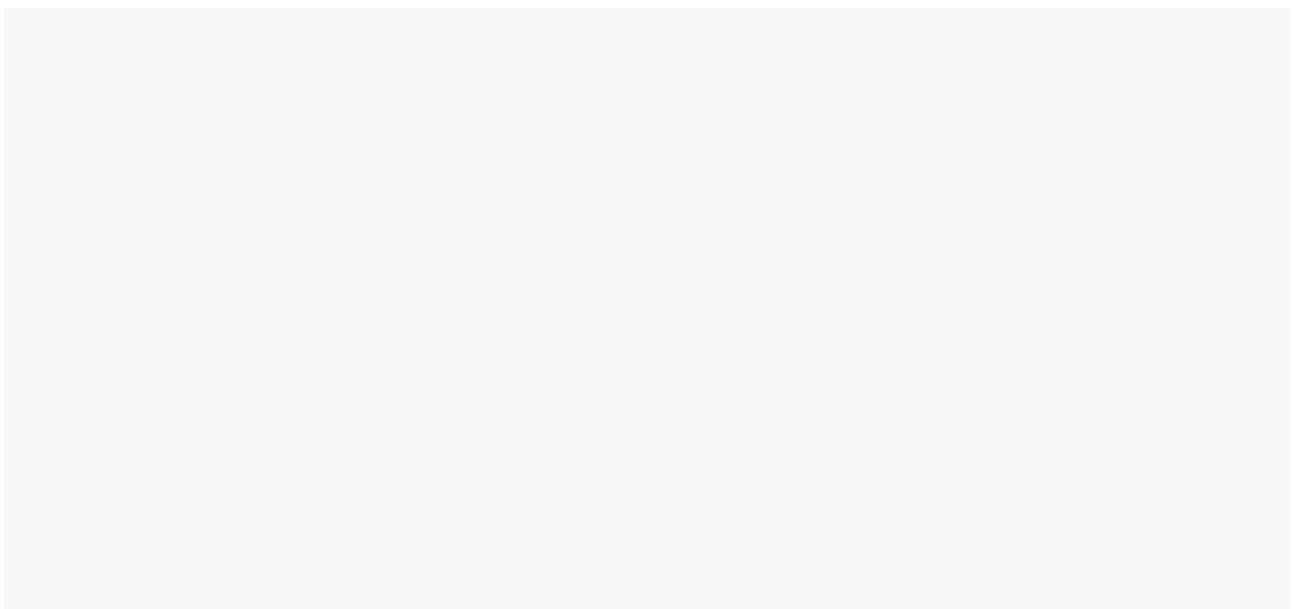
Show your dark side and follow @bellahadid during her #halloween night. Would you dare to join?
#diormakeuphalloween #diormakeup

A post shared by Dior Makeup (@diormakeup) on Oct 27, 2017 at 9:19am PDT

In separate films, Mr. Philips recreates the looks on models, taking consumers step by step as he applies various Dior products. Adding additional drama, he embellishes the looks with sequins or sparkly skulls.

Dolce & Gabbana highlighted a vampy look, showing a model applying lipstick and then using the product to scribble "Happy Halloween" on a mirror.

Givenchy Beauty and YSL Beauty both took inspiration from horror films, showcasing products being slashed or turning red lacquer into a glam form of blood.





It's a lip stain massacre! The perfect bait to trap the interest of your next target is a bold lip colour. ROUGE PUR COUTURE N01 LE ROUGE will make your lips simply irresistible. @Sephora #yslbeauty #makeup #beauty #lipstick #rougepurcuture #red #halloween #love #femmefatale #linkinbio

A post shared by YSL Beauty Official (@yslbeauty) on Oct 29, 2017 at 8:42am PDT

Lancme co-hosted a live-streamed show with a holiday beauty tutorial on the application YouCam Makeup, allowing consumers to get inspired and shop in one platform ([see story](#)).

While Halloween's short time frame often finds it largely overlooked by brands, some have found ways to celebrate the holiday regardless.

British fashion label Stella McCartney is celebrating the Halloween spirit while putting a focus on transformation and irresistibility in its latest spot.

Kering-owned Stella McCartney's "The Stella Wolfman" video views similar to a classic horror film but with a high fashion twist. Stella McCartney looks to Philippa Prince in the creation of the video that shows even a werewolf is irresistible in the brand's apparel ([see story](#)).

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