

FRAGRANCE AND BEAUTY

Chanel prompts followers to "create" via dedicated beauty Instagram

January 8, 2018



Chanel's beauty Instagram officially launched Jan. 8. Image credit: Chanel

By STAFF REPORTS

French fashion house Chanel is boosting awareness for its beauty offerings by creating a dedicated Instagram account.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

On Jan. 5, Chanel alerted its Instagram followers that it had launched @Chanel.Beauty in a post that included a short video introduction, titled "Create Yourself," and the hashtags #CreateYourself, #ChanelBeauty and #ChanelMakeup. Other fashion houses with popular cosmetics divisions such as YSL, Givenchy and Dior all operate separate Instagram accounts for beauty-specific marketing.

Create with Chanel

Chanel's beauty Instagram account will offer followers daily inspiration, global creative makeup and color designer Lucia Pica's vision for the cosmetics range, tips, colorful talks with brand ambassadors, cult product overviews and decoded runway looks.

For its introduction posts, Chanel created four mosaics of popular fan-favorite beauty products. First to be posted was Chanel's Rouge Coco lipstick in N 466, a red shade.

The other three photo collages to be shared by Chanel include its Le Volume mascara, the Les 4 Ombres eyeshadow palette and Les Beiges pressed powder.



Chanel Rogue Coco lipstick and Le Volume mascara, shared on @Chanel.Beauty. Image credit: Chanel

Additional posts include portraits of two models that have been deconstructed into a total of six cells and the Create Yourself video that Chanel had shared on its primary fashion Instagram.

A second Create Yourself video shows a model screaming as a word jumble runs across the middle of her face. When the model's scream stops, so does the text, allowing the viewer to read "Create Yourself."

In its bio, Chanel writes, "CREATE YOURSELF. Products, tips, talks, looks, inspiration" as well as a link to its beauty pages on its Web site.

After only a short time since being activated, @Chanel.Beauty has close to 50,000 followers, and follows only the Chanel fashion account and Ms. Pica.

Similarly, Christian Dior operates individual Instagram accounts for women's fashion, menswear, children's clothing, beauty and its latest addition, fragrance ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.