

FRAGRANCE AND PERSONAL CARE

Chanel face uses makeup to take on new characters

March 27, 2018



Chanel Beauty Talks' latest episode is about taking on roles. Image credit: Chanel

By STAFF REPORTS

French fashion label Chanel is highlighting the transformative power of makeup through a conversational consultation.

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The latest episode in Chanel's Beauty Talks series finds the brand's global creative makeup and color designer Lucia Pica helping actress Lily Rose Depp achieve the right cosmetic look for various roles. While focusing on the dramatic potential of products, the video also communicates the idea that beauty can take on many forms.

Character study

Chanel's Beauty Talks take a casual, natural tone, as Ms. Pica chats with brand ambassadors about how to achieve particular beauty looks. Previous Beauty Talks have starred fellow Chanel faces Keira Knightley, Kristen Stewart and Gisele Bündchen discussing everything from the color red to achieving a glowing look.

Episode six finds Ms. Depp in the makeup chair, as she asks Ms. Pica advice for how to embody a character.

For instance, as she prepares to play a spy, Ms. Depp notes that she cannot carry too much. She also wants to be able to blend in.

The solution is Rouge Coco Lip Blush, a two-in-one product for lips and cheeks, in a light pink hue.

Chanel Beauty Talks Episode 6: Colourful Characters

Ms. Depp also explains her roles as a writer and an American in Paris. While trying to channel her inner novelist, Ms. Pica gives her a highlighter for "illuminating" ideas.

Meanwhile, the ingénue traveling to the City of Lights required a heavier blush, giving her a flushed look.



Campaign image for Chanel Rouge Coco Lip Blush. Image credit: Chanel

Ms. Depp also serves as the face of Rouge Coco Lip Blush. In a series of social content, the actress portrays the many different attitudes that the product can convey, from #InLove and #Sweet to #Mad.

Chanel has been focused on driving a digital conversation around its makeup. Since the start of the year, the brand has launched two Instagram accounts dedicated to beauty.

The more recently unveiled @WeLoveCoco profile is intended to form a community of Chanel beauty enthusiasts in the United States through user-generated content ([see story](#)).

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