

FRAGRANCE AND PERSONAL CARE

## Guerlain transforms lip color into fashion accessory

April 3, 2018



*Guerlain's Rouge G comes in 450 different combinations. Image courtesy of Guerlain*

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By SARAH JONES

French beauty brand Guerlain is encouraging consumers to express their personal style through a customizable lipstick.

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Guerlain's Rouge G allows consumers to choose their lip color and case design, creating a combination that is one in 450. Customizable collections have become popular among luxury brands, bringing elements of the bespoke to consumers in a more scalable way.

**Guerlain** was reached for comment.

**Puckering up**

Rouge G was originally launched in 2009. Developed by artistic director Olivier Echaudemaison, the formula includes hyaluronic acid spheres, mango butter and jojoba oil that work to plump, smooth and hydrate lips.

Complementing the cosmetic is a jewel-like case designed by Lorenz Bumer, which features two internal mirrors.

Almost a decade after its debut, Rouge G is getting a new look. Consumers can pick from 15 different case styles to customize their lip color.

Along with the original white gold colored case, options include marble looks, crocodile or python skins, leathers and prints.

In addition to their case selection, Rouge G comes in 30 shades, including dramatic hues such as green, purple and blue.

Showcasing the breadth of choices, Guerlain created a short film. In the clip, two models encounter a futuristic vending machine that tells them to pick their shade and their case.

The pair presses buttons on the machine, choosing their preferred combinations and applying their finished products.

At the end of the film, the voice that guided the models through the customization process asks viewers, "Are you ready to play?"

### *Rouge G de Guerlain My Shade, My Case, My Style - Guerlain*

Rouge G will be available via Sephora.com from April 10. Guerlain stores and select locations of retailers such as Saks Fifth Avenue, Neiman Marcus, Nordstrom, Bloomingdale's, Dillard's, Cos Bar and Blue Mercury will carry it from May 1.

Surrounding the Rouge G launch, Guerlain took a look back at its lip color history with a short film. The third installment of its Saga heritage series focuses on its "Lipstick Secrets" that date back to 1870.

The video covers highlights including the debut of Guerlain's first lipstick housed in a tube and the launch of Rouge Automatique in the 1930s, which had a mechanism that allowed it to be applied with one hand.

### *Saga 3 - Lipstick Secrets*

Other innovations include Rouge Bicolore, a product that featured both matte and shimmery finishes, and KissKiss, housed in a tube designed Herv Van Der Straeten.

Seeking the unique

Customization has been a significant trend in the luxury business, as brands look to give consumers something that is unique.

For instance, French fashion house Louis Vuitton updated a time-honored tradition for today's consumers through a personalization service.

The My LV World Tour collection takes inspiration from consumers' habits of sticking destination stickers on its trunks, enabling shoppers to customize leather goods with patches depicting global cities. With individuality a desired trait among modern consumers, customization services help create something that is unique to them ([see story](#)).

LVMH-owned jeweler Fred also innovated in the custom jewelry space by catering to the individual through a mobile application, bringing in-store solutions home.

For its Force 10 bracelet, Fred has created a mobile app that allows users to pinpoint exactly which color they would like. Customers will be able to get an exact size and order a bracelet made just for them ([see story](#)).

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