

FRAGRANCE AND PERSONAL CARE

Chanel ushers in mass-marketed 3D-printed mascara

June 15, 2018



Chanel's 3D-printed mascara. Image credit: Chanel

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French fashion label Chanel is bringing high-tech solutions into makeup design to better facilitate personalization and precision as 3D printing proves to be a growing tool in luxury.

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Chanel has announced that it is hoping to solve common problems with mascara wands in its commitment to innovation, such as product absorption. Currently on sale, Le Volume Révolution De Chanel is one of few products created through 3D printing to boost quality, but the number is likely to grow in the near future.

Printing quality

As 3D printing becomes more prominent in manufacturing, the process is now making an impact on fashion and accessories.

A report from Fashionbi shows that the Additive Manufacturing industry, 3D printing, has seen a compound annual growth rate increase of 25.9 percent the past year. The manufacturing process is bringing innovation to fashion design with new designers coming on the scene with 3D printed accessories and apparel ([see story](#)).

Chanel's new mascara is only available in the United Kingdom as of press time and is priced at 28 pounds, or \$37 at current exchange.



Kristen Stewart fronts the campaign for Chanel. Image credit: Chanel

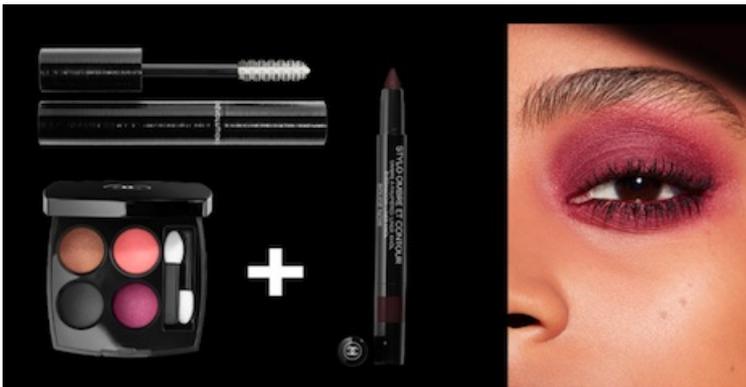
The brush has a patent owned by the fashion label, which *Allure* reported that Chanel had applied for more than 10 years ago. *Allure* also noted that the brand had created 100 different designs for the brush before landing on its current wand.

Emphasizing its ability to avoid clumping and apply the right amount of product within just one stroke, Chanel is positioning the brush to be revolutionary.

The mascara itself is composed of rice wax and beeswax and is said to keep up volume. Chanel also claims a pro-vitamin included helps strengthen lashes.

French 3D printing company Erpro creates the brushes.

3dprint.com reported that Erpro, working with Marciniak-Davoult, can produce 50,000 brushes per day, which can add up to 1 million brushes in a month.



Chanel's new product drop. Image credit: Chanel

This shows that 3D printing will in no way slow down production. Chanel will be able to mechanize creation of the mascara, which is said to be the first mass-produced 3D-printed mascara.

3D printing

In the past few years, additive manufacturing, popularly known as 3D printing, has made waves in the way products can be produced today.

Since its conception in the 1980s, 3D printing has mainly been thought of as a way to manufacture industrial goods in a more efficient and cost-effective way. But recent developments have seen players in the luxury space experimenting with the unique properties of 3D printing, creating an interesting dichotomy between the industrial and mass-produced and the luxurious ([see story](#)).