

FRAGRANCE AND PERSONAL CARE

Top 10 luxury fragrance and personal care efforts of H1

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

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During the first half of 2018, multichannel strategies and digital tools have provided beauty marketers with the tools to connect with consumers on a much more personal level.

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While augmented reality is still a popular tool for these brands, technologies that span the physical and the digital world are becoming more integrated into new strategies. Beauty brands are also reinventing the shopping experience as a whole.

Here are the top 10 beauty and personal care brand efforts from the first half of 2018, in alphabetical order:



Armani Beauty Stars focuses on models' emotions. Image credit: Armani Beauty

Italian fashion label Armani put the emphasis on expressions in a cinematic series for its beauty line.

Armani's Beauty Stars campaign took place in a movie theater, where the emphasis is on the audience's reactions rather than what is on screen. Instead of highlighting specific products, the short films instead create a mood and feeling around Armani Beauty ([see story](#)).



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

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

Chanel 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 Rvolution 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 ([see story](#)).



Debenhams new way of beauty retail. Image credit: Debenhams

British department store Debenhams joined the throng of retailers looking to reinvent the beauty shopping experience through a revolutionary concept in partnership with Este Lauder Companies that breaks down barriers between brands.

#BeautyHub was designated as beauty playground, where counters for specific cosmetic brands have been replaced with a cohesive, multi-brand experience. Located at Debenhams in Stevenage, England, the hub features a variety of experts and technology to help find beauty fans the best product of them, instead of steering them towards separate brands ([see story](#)).



Gucci's new fragrance campaign is created by women artists. Image credit: Gucci

Italian fashion house Gucci rolled out a new digital campaign promoting its latest fragrance Acqua di Fiori.

The campaign was created entirely by female artists, supporting Gucci's stance in hiring a more diverse set of

creative talent for its campaigns. The digital campaign featured 15 female artists and writers who created content for the campaign ([see story](#)).

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

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 ([see story](#)).



Jean Paul Gaultier's JeanPod campaign centers on its perfumes. Image credit: Jean Paul Gaultier

French fashion label Jean Paul Gaultier echoed the rise in voice assistants with the debut of an imagined artificially intelligent helper.

The house's "JeanPod" video series saw actress Rossy de Palma asking an artificially intelligent speaker questions about everything from what to wear to how to take a better selfie. With the brand's typical humorous tone, the content combined entertainment with promotion of its Classique and Le Male perfumes ([see story](#)).



Marc Jacobs' product launch celebration is set on Santa Monica Pier. Image credit: Marc Jacobs

U.S. fashion label Marc Jacobs hosted a family event at Santa Monica Pier to celebrate the debut of its new fragrance, diverting from the adults-only aesthetic of most luxury launches.

The week that the brand's new fragrance Daisy Love debuted, Marc Jacobs invited families and people of all ages to a fair that celebrated the launch. The event was specifically marked as kid-friendly, and visitors were encouraged to bring children ([see story](#)).



Penhaligon's is hoping to entice customers to explore London's hidden depths. Image credit: Penhaligon's

British perfume house Penhaligon's took customers on a tour of the secret side of London in a campaign.

As part its Hidden London Touring effort, Penhaligon's took customers on a number of journeys through the historic city, exploring some of the secrets from its past and the hidden places that the average person would not know about. At the same time, Penhaligon's promoted some of its fragrances to customers as they explore London ([see story](#)).



Sephora aims to build confidence within the LGBTQ community.

LVMH's Sephora took a tangible approach to support the transgender community with special beauty classes.

Known for its inclusion and openness to the LGBTQ community as well as diversity as a whole, Sephora is taking steps to help transgender individuals gain confidence. As part of its Sephora Stands program, 90-minute classes were offered for non-binary and transgender customers to learn various techniques to help them discover their own idea of beauty and confidence ([see story](#)).



Chloe Moretz for SK-II Bare Skin Project. Image credit: SK-II

Beauty marketer SK-II simultaneously touted its flagship facial treatment while also encouraging women not to feel as though they need to wear makeup in a multifaceted crusade for bare skin.

The #BareSkinProject from SK-II features six celebrities in a unique strategy that sees these women stripping off their makeup instead of piling it on. A series of short films and photography will be released to help establish the notion

that bare skin is beautiful ([see story](#)).

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