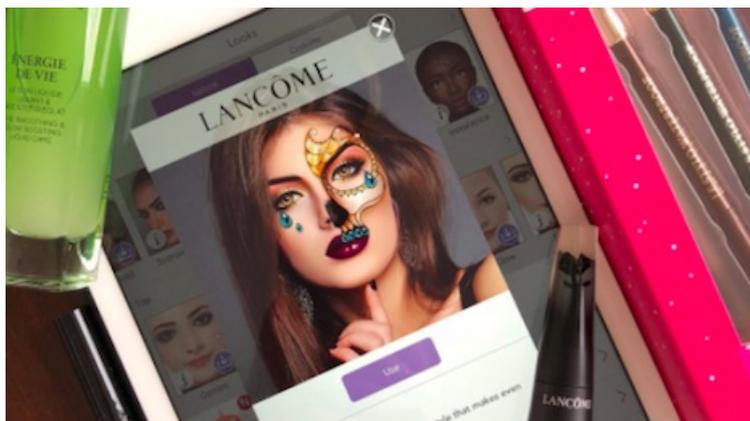


FRAGRANCE AND PERSONAL CARE

## Lancme breaks Guinness World Record with makeup stunt

July 18, 2018



Lancme's record breaking attempt happened in New York City. Image credit: Lancme

By STAFF REPORTS

French beauty brand Lancme has just broken a Guinness World Record for the "most people matched with foundation in eight hours."

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

The stunt saw Lancme matching more than 1,300 people with foundations that fit their skin tones over the course of an eight-hour period. In doing so, Lancme is calling attention to its commitment to personalizing customer service and finding the perfect product for each individual.

### Guinness World Record

On July 12, Lancme gathered more than 1,000 customers at The High Line at Hudson Yards in New York City.

There, a team of 10 makeup artists set out to break a world record. They were seeking to match the greatest amount of people with the proper makeup for their skin tone within a span of eight hours.

The attempt made use of Lancme's Teint Idole Ultra Long Wear Foundation, which comes in a variety of shades.

By the end of the eight hours, Lancme's makeup artists were able to match 1,327 people with a foundation that fit their skin tone.

The brand also gave away prizes and free samples to those who participated as they broke a world record.

Lancme's new record is meant to call attention to its highly personalized customer service, committed to helping customers find the products that are right for them.



*Jack McCollough and Lazaro Hernandez of Proenza Schouler. Image courtesy of Lancme*

Recently, the brand has been focused on building partnerships with others in the luxury beauty space. For example, Lancme tapped Proenza Schouler's Jack McCollough and Lazaro Hernandez as its latest design collaborators.

After teaming with talents including Alber Elbaz and Anthony Vaccarello, Lancme is giving the Proenza Schouler designers "carte blanche," allowing them to put their touch on a limited-edition line. Slated to hit stores this July, the fall collection will reflect the label's modern, painterly approach to fashion ([see story](#)).

---

© 2020 Napean LLC. All rights reserved.

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