

FRAGRANCE AND PERSONAL CARE

## Chanel breaks gender barriers with new makeup line

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*Chanel's makeup line for men. Image credit: Chanel*

By STAFF REPORTS

French fashion label Chanel is taking its makeup line to new areas with a collection for men in South Korea to capitalize on the growing trend.

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Men wearing makeup is becoming more popular in Asia, and Chanel is getting in on the ground floor with its first men's makeup line. The collection will be comprised of three products, including an eyebrow pencil, lip balm and tinted moisturizer.

### Boy makeup

The new makeup collection will be under the Boy moniker, named for Gabrielle Chanel's lover Boy Capel. The line already has a collection of handbags for men as well.

It will launch in South Korea on Sept. 1, but branch to ecommerce starting in November, where everyone can purchase.

"Just as Gabrielle Chanel borrowed elements from the men's wardrobe to dress women, Chanel draws inspiration from the women's world to write the vocabulary of a new personal aesthetic for men," said Chanel in a statement. "Lines, colors, attitudes, gestures. There is no absolutely feminine or masculine prerequisite: Style alone defines the person we wish to be.

"By creating Boy de Chanel, its first makeup line for men, Chanel reaffirms the ever-changing codes of an unchanging vision: Beauty is not a matter of gender, it is a matter of style."



*Chanel's line of handbags for men. Image credit: Chanel*

While makeup is not as commonplace for men as it is for women, men are becoming more interested in cosmetics all around.

Este Lauder Cos.' Crme de la Mer recently created a series of content for the audience of Mr Porter to gain visibility for its men's skincare line to leverage this, similar to Chanel's makeup line.

Mr Porter is sharing journal entries that detail the routines of personalities such as New York matre d' Alireza Niroomand, in which the men use La Mer skincare. Hoping to inspire viewers and readers to introduce La Mer into their routine, Mr. Niroomand describes why he likes each product ([see story](#)).

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