

FRAGRANCE AND PERSONAL CARE

## Gucci launches dedicated beauty Instagram in artistic start

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*Gucci starts its beauty Instagram account with works of art. Image credit: Gucci/Baert Gallery*

By BRIELLE JAEKEL

Italian fashion label Gucci is emphasizing its beauty division with a dedicated Instagram, after largely keeping its makeup line off social media in recent history.

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As brands started to recognize the massive potential of Instagram in the beauty sector, Gucci has launched a special page only for its beauty brand. The @GucciBeauty account debuted this week with an original start, spotlighting important works of art to exhibit Gucci's creative director's unique idea of beauty.

Gucci's idea of beauty

The Gucci Beauty Instagram account will eventually act as a space for announcements regarding launches within beauty and fragrances. The account has many speculating that the label is about to up its beauty offerings, as others in the fashion industry have done the same.

Launched in 2014, the brand's cosmetic collection debuted with a social media push ([see story](#)). But more recently, beauty has taken a back seat on Gucci's social channels compared to other categories.

Gucci is one of many high-end fashion brands who have creating a dedicated space within Instagram solely for beauty content.

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Guided by creative director #AlessandroMichele's vision of beauty, @gucci introduces the #GucciBeauty instagram account.

A post shared by Gucci Beauty (@guccibeauty) on Sep 13, 2018 at 11:29am PDT

### *Instagram post from Gucci*

While Gucci's Instagram will likely take a similar approach to others in the future, sharing photography and video of models or products, right now the brand has only posted images of works of art from a variety of time periods, cultures and artists.

However, its first three posts were simply text reading, "Gucci beauty" atop a pink background, with captions introducing the Instagram page and campaign.

Each portrait posted on @GucciBeauty has a lengthy caption penned by art writers, giving the work's backstory and history.

For instance, "Portrait of a Woman, c. 1600" is the first piece posted as part of the campaign. The caption includes a variety of details about the painting, including its artist, "British Painter," the fact that it is located in New York's Metropolitan Museum of Art and its backstory detailing how both the author and subject's identities are lost to history.

[View this post on Instagram](#)

Title: Portrait of a Woman, c. 1600 Author: British Painter Museum: Metropolitan Museum of Art, New York  
Though the identity of this woman and that of the artist who painted her are lost to history, we can infer her royal status through her luxuriant dress and jewelry. Her richly embroidered sleeves and enormous lace collar were typical of the highly rarified Elizabethan court, complete with a pearl-studded veil that enthroned her hair and shoulders. This portrait, now housed at the @metmuseum, was once definitively thought to be that of Queen Elizabeth, though historians today are less sure. Regardless, the anonymous British painter who captured her likeness did so with a striking attention to detail and level of interest in her fashion. #GucciBeauty #TheMet @tatianaberg Gift of J. Pierpont Morgan, 1911

A post shared by Gucci Beauty (@guccibeauty) on Sep 13, 2018 at 11:29am PDT

### *Instagram post from Gucci*

As of press time, 24 paintings have been posted along with their stories, each distinct with different characteristics and styles. However, all are meant to represent Alessandro Michele's idea of beauty.

### Beauty of Instagram

Beauty fans are some of the most engaged and interactive audiences, especially on Instagram, whose image-heavy experience makes it an ideal channel for the industry.

French fashion house Chanel is an example of boosting awareness for its beauty offerings by creating a dedicated Instagram account.

On Jan. 5, Chanel alerted its Instagram followers that it had launched @Chanel.Beauty in a post that included a short video introduction, titled "Create Yourself," and the hashtags #CreateYourself, #ChanelBeauty and #ChanelMakeup. Other fashion houses with popular cosmetics divisions such as YSL, Givenchy and Dior all operate separate Instagram accounts for beauty-specific marketing ([see story](#)).

Tom Ford also followed its contemporaries who have opted to create a separate Instagram account specific to their beauty lines.

Beauty is an industry that saw success with Instagram early on, with cosmetic fans taking to the application to rally around content that bodes well in photography and video. Since then, brands such as Tom Ford are hoping to hone in on this action by creating dedicated Instagram pages for their beauty businesses ([see story](#)).