

FRAGRANCE AND PERSONAL CARE

Luxury beauty brands get spooky for fall festivities

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Bella Hadid for Dior Beauty. Image courtesy of Dior

By SARAH RAMIREZ

High-end beauty brands are using Halloween as an opportunity to show their dramatic flair through edgy digital campaigns.

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While Halloween and other fall festivities may not immediately be associated with luxury, the holiday's popularity among younger consumers is a chance for brands to show off their creativity and personality. The more avant-garde makeup looks also showcase the versatility behind product offerings.

"Halloween represents a unique opportunity for some luxury brands to move up their luxury consumers into luxury products and services that align well with their brands, and the core attributes of Halloween," said Raul Rios, vice president of strategy at [Walton Isaacson](#), Los Angeles. "For beauty brands, they may be able to give a nod to Halloween with limited edition, exclusive product lines which most luxury consumers value.

"Luxury beauty brands should view this as a move up opportunity to draw in consumers who may have limited exposure to their brands, or have a narrow perception of how to incorporate their brands into their lives."

Dark beauty

French beauty brand Lancme took to Instagram to share a spooky yet romantic beauty journey, while Dior Makeup turned to ambassador Bella Hadid for a series of dark looks.

The brands' choices of platforms and models also reiterates that Halloween-inspired campaigns are aimed at millennial and Gen Z shoppers.



Image credit: Lancme

In Lancme's Halloween tale, a ballerina named Black Rose escapes from the Paris Opera house a nod to the brand's heritage in search of a Halloween makeup look. As revealed through Instagram posts and Stories, the final look is a hazy purple take on the Black Swan.

Shoppers are also encouraged to purchase their own special-edition holiday kits that include the featured products, such as L'Absolu Rouge Drama Matte lipstick, Monsieur Big mascara and the Hypnse Palette.

[View this post on Instagram](#)

The Attic: There's no escaping this queen of the night LA LAQUE COUTURE N 1 Rouge Pop Art Photographer:
@antinomia.fr #halloween #yslbeautyhorrorhotel

A post shared by YSL Beauty Official (@yslbeauty) on Oct 28, 2018 at 8:58am PDT

YSL Beauty's Horror Hotel

YSL Beauty took a similar approach, sharing a Halloween campaign with a sinister edge on Instagram. In "YSL Beauty Horror Hotel," different makeup products were grouped to represent different room themes with accompanying horror movie-inspired music.

For instance, Room 666 featured red blush highlighter and glossy red lip lacquer. The Vanity Room had more experimental cosmetics, such as fuchsia lipstick and metallic eyeshadow, and red nail polish that resembled blood was found in The Attic.

Makeup magic

In a somewhat more traditional effort, Dior Beauty released a vintage-inspired short film starring brand ambassador Bella Hadid. "The Beauty Of A Dark Dream" recalls silent horror movies like "Nosferatu," complete with title cards, dramatic music and limited dialogue.

Ms. Hadid, wearing all-black with her hair in a sleek ponytail and red lipstick, ascends a staircase with a mysterious door at the top. When she reaches for her key, she also drops her Dior lipstick tube.

Once inside, Ms. Hadid also applies dramatic red blush but then makes eye contact with a shadowy figure. In a new, darker setting, strobe lights flash as Ms. Hadid's face is made-up with dramatic eyeliner and otherwise minimal makeup.

Last year marked the first time that Dior Makeup's creative and image director Peter Philips created over-the-top looks for the holiday. Dior Beauty ambassador Bella Hadid model these looks, which include a Black Flower, Halloween Showgirl and a Smokey Monster ([see story](#)).

Beauty brands are not alone in launching supernatural-inspired campaigns for Halloween.

In 2017, British fashion label Stella McCartney celebrated the Halloween spirit while putting a focus on transformation and irresistibility in its latest spot.

Kering-owned Stella McCartney's "The Stella Wolfman" video views similar to a classic horror film but with a high fashion twist. Stella McCartney looks to Philippa Prince in the creation of the video that shows even a werewolf is irresistible in the brand's apparel ([see story](#)).

"Luxury brands should stay true to their core values and positioning when approaching any holiday, particularly Halloween," Mr. Rios said. "Once Halloween passes, these brands can continue consumer engagement through sustained efforts that translate the value they bring beyond just one holiday, and into enhancing consumer experiences throughout the year."