

FRAGRANCE AND PERSONAL CARE

SK-II infuses humor into skincare series

March 26, 2019



SK-II's Bare Skin Chat stars James Corden and Chlo Grace Moretz. Image courtesy of SK-II

By STAFF REPORTS

Japanese beauty label SK-II is using comedy to educate consumers about its skincare in an entertaining format that aims to break out of the category's usual marketing formula.

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The brand's "Bare Skin Chat" sees actress Chlo Grace Moretz act as a skincare guru to talk show host James Corden. Through the series of films, SK-II aims to demystify beauty with the help of the unexpected duo, removing some of the seriousness surrounding skincare.

Entertainment meets education

Ms. Moretz is one of the faces of SK-II's #BareSkinProject. The effort simultaneously touts the brand's flagship facial treatment while also encouraging women not to feel as though they need to wear makeup in a multifaceted crusade for bare skin ([see story](#)).

Now the brand is expanding on this movement with the Bare Skin Chat, which focuses on the brand's Pitera Essence. SK-II's series launched with its first episode on Monday, March 25, and episodes will debut weekly.

In episode one, Mr. Corden is seen video chatting with Ms. Moretz while walking down the street.

During the call, he asks her if she can show him how to look good, since he has seen her SK-II ads. He says that she can tell him in person, and she tries to set up a time to meet.

In a surprise twist, he is at her front door and ringing her doorbell.

SK-II's Bare Skin Chat

Among the antics in future episodes will be facial bubble baths, tap dancing and ASMR.

Along with the English-language stars, the campaign also features a Japanese language series starring comedian Naomi Watanabe and actress Kasumi Arimura.

"At SK-II, we like to say if it ain't broken, break it," said Sandeep Seth, global vice president at SK-II, in a statement. "Over the years, beauty content has some become formulaic glamorous ads, tutorials, how-to videos.

"Consumers these days don't like being pushed product or sold to," he said. "We have to behave less like a brand that is trying to sell but a brand that creates a human connection with consumers."

"With our iconic Pitera Essence, we're constantly reimagining what's possible from a content standpoint to create this real connection and engagement. This time we are launching a beauty entertainment series and we're thrilled to be able to partner with the best comedians in the industry to do this James and Naomi. We're excited for everyone to start binge-watching this."

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