

FRAGRANCES AND PERSONAL CARE

Gucci launches 3 lipstick lines following social media tease

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Dani Miller of Surfbort will be one of the faces of Gucci's new lipstick. Image credit: Gucci

By STAFF REPORTS

Italian fashion label Gucci is moving further into the beauty world with a line of new lipstick, launching with a special event and campaign after an extensive tease.

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Gucci teased an upcoming new lipstick collection over the past few days with a series of videos on its Instagram with women discussing the problems they have with their lipstick. The lipstick comes from a new makeup line under its creative director Alessandro Michele.

Feeling Gucci

The Italian label will host a special event for the lipstick of the makeup collection at Doubles Club in New York. The event begins a new chapter for Gucci, launching new beauty endeavors.

Gucci's beginning to its new beauty push includes three new lines of lipstick available in different formulas. Rouge Lvres Satin includes a satin finish, Rouge Lvres Voile has a sheer finish and Baume Lvres is a lip balm with a translucent finish.

The collections include 58 different shades.

Lead singer of punk band Surfbort Dani Miller stars in the still campaign shot by Martin Parr for the new lipsticks, alongside models Mae Lapres, Achok Majak and Ellia Sophia Coggins. The women will also be in attendance at the event at Doubles Club.

Ms. Miller will perform DJ sets on-site and takeover Gucci Beauty's official Instagram page by posting to its Stories.

Mr. Michele will also make an appearance, as well as a new global makeup artist for Gucci, Thomas de Kluyver.

Vintage makeup stations will feature the new lipsticks for guests to try on with Mr. de Kluyver and his team available for assistance.

Prior to the launch, Gucci has teased that it would be dropping new lipsticks on its Beauty Instagram with a series of video in the style of on-the-street interviews with women discussing the problems they have with their lipstick.

For instance, one woman explains that her lipstick is too drying while others explain how difficult it is to find the right shade.

[View this post on Instagram](#)

"It's so hard to find a colour that is natural that also pops." The problems with lipstick, told by women on the #GucciBeautyNetwork. #GucciBeauty @alessandro_michele #AlessandroMichele

A post shared by Gucci Beauty (@guccibeauty) on Apr 30, 2019 at 7:44am PDT

Instagram post from Gucci Beauty

It has been clear that the Italian fashion label is leaning into its beauty division, as the cosmetics industry as a whole continues to grow.

The brand emphasized its beauty division with the new dedicated Instagram, after largely keeping its makeup line off social media in recent history.

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 in September with an original start, spotlighting important works of art to exhibit Gucci's creative director's unique idea of beauty ([see story](#)).