

FRAGRANCE AND PERSONAL CARE

## Gucci Makeup celebrates, rather than hides, imperfections

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*Gucci has three new lipstick formulas. Image courtesy of Gucci*

By SARAH RAMIREZ

Italian fashion label Gucci is continuing its unconventional approach with the launch of its new beauty line, the latest endeavor from creative director Alessandro Michele.

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Since joining the brand in 2015, Mr. Michele has added his personal touches to Gucci's fragrances, relying on inventive digital campaigns to examine his unique perspective on beauty. The latest iteration of Gucci Makeup is the first cosmetics collection of Mr. Michele's tenure, extending his aesthetic to another entry-level category.

"Gucci's latest beauty collection with its lipstick definitely plays up nostalgia and the allure of old Hollywood glam," said Romey Louangvilay, communications director at [ELMNTL](#), New York. "You can definitely see where Gucci got their inspiration from."

Mr. Louangvilay is not affiliated with Gucci, but agreed to comment as an industry expert. [Gucci](#) was reached for comment.

### Gucci Makeup

Part of a licensing partnership with beauty group Coty, the new Gucci Makeup debuted with a lipstick collection comprising 58 different shades and three 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 lipstick tubes feature gold bases with different cap designs, including an etched Art Deco-inspired pattern and pink rose print ([see story](#)).

*Gucci is sharing a look at the [#GucciBeautyNetwork](#)*

The lipsticks are now available online through Gucci's Web site, and the line is slowly being rolled out at various retailers and global markets. Gucci's existing cosmetics line, which debuted in 2014 ([see story](#)) and is primarily sold in Asia, will be phased out.

[WWD](#) reports that eye and face products are forthcoming for Gucci Makeup.

"By doing drops instead of a full collection launch, Gucci can test the market," Mr. Louangvilay said. "They can gauge how consumers will respond to the marketing and the product."

Instead of emphasizing skincare and other beauty treatments, Gucci's marketing plays up boldness and imperfections instead of out-of-reach polish.

An '80s-inspired short film shows a model in sheer red lipstick bringing rose petals to her lips as she watches television from her bed. A commercial-within-a-commercial appears onscreen, with women posing in various lipsticks and avant-garde eye makeup.

"Be bold, be bright, be beautiful," one model says in the ad, as a punk-pop soundtrack plays.



*Still for Gucci Makeup. Image courtesy of Gucci*

Close-ups of the women's mouths reveal authentic, if imperfect, smiles that differ from the straight, bright white teeth that are more commonplace in luxury advertisements. The stills by photographer Martin Parr also tout the moisturizing qualities of the lipsticks.

Gucci celebrated the launch of its lipsticks with an event at Doubles Club in New York last weekend. Punk singer Dani Miller and models Mae Lapres, Achok Majak and Ellia Sophia Coggins were in attendance, as well as Thomas de Kluyver, Gucci's newly-named global makeup artist ([see story](#)).

#### Beauty push

By expanding beyond apparel, luxury labels can reach new consumers and stamp their brand philosophies on different products.

Gucci has been refocusing on beauty, including fragrances, as a more accessible way to reach new customers. The new lipsticks are priced at under \$40, making the cosmetics a reasonable indulgence for a wider audience of Gucci's younger followers.

The brand has also emphasized its beauty division with a 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 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 Mr. Michele's unique idea of beauty ([see story](#)).

Gucci has previously heralded unconventional beauty, most recently through a new fragrance trio and a special video and podcast series. "Growing Pains" was a collaborative video and podcast project between *Dazed Beauty* and Gucci coinciding with the introduction of Gucci Bloom fragrances ([see story](#)).

"Beauty has turned out to be a particularly lucrative way for high-end labels to up their profit margins, as it's more accessible to the general audience," Mr. Louangvilay said. "Gucci is on the right track with their market strategy."