

FRAGRANCE AND PERSONAL CARE

Chanel Hydra offers soothing message of renewal

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Chanel's Hydra Beauty campaign plays up the hydrating elements of the product. Image credit: Chanel

By DIANNA DILWORTH

French fashion giant Chanel has kicked off a new social media campaign to promote its Hydra Beauty line with a play on the senses.

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The brand's Instagram page offer rich images and videos of moving water, flowers and hydration, which is almost a mini-vacation offered up to scrolling consumers.

"The strategy behind this campaign is to inform and remind consumers that at the heart of Chanel skincare lies natural ingredients, those of the brand's symbol, the Camilla," said Rebecca Miller, principal of [Miller&company](#), New York.

"For Chanel, the creation of the Hydra Beauty Collection begins in the countryside, where artisanal cultivators and botanists fastidiously grow and harvest the essential ingredients, then sent to the city of Paris, where plants are studied, and key elements are extracted unlocking their most worthy properties," she said.

"This same discipline is principal to the brand, reinforcing the meticulous attention to detail at every turn: the art and science behind all Chanel products."



Chanel's latest campaign for Hydra Beauty plays up the elements of its ingredients. Image credit: Chanel

Soothing hydration

Since the COVID-19 coronavirus pandemic hit, Chanel's cosmetics line and skin care has been promoting calming self-care.

"The rich, creamy texture of the balm wraps skin in exquisite comfort while diminishing signs of dehydration," reads the latest push for Hydra Beauty. "Perfect to immediately soothe overworked and dehydrated skin."

"The exceptional powers of white camellia meet microfluidic technology in a tailor-made skincare line for deep benefits and radiant skin," reads another post. "The promise of extraordinary hydration."

Chanel has been promoting a message of calm and relaxation since March when consumers in the West began barricading themselves insider and wondering what will come next with the spread of COVID-19. Its campaigns have served as a place of refuge and soothing.

The recent "Les Necessaires de Chanel" campaign promotes the simplicity and calming nature of its bath and body care line, which is a focus on self-care that dropped as many people are looking for calm amid the chaos.

"The audience that Chanel intends to reach with this campaign is quite broad, especially at this time when the world shares in the ills of a health pandemic," Ms. Miller said.

"Understanding the havoc that stress plays on one's skin coupled with the caustic effects of our environments and the natural aging process, Chanel's campaign advocates and speaks to these deficiencies that effect all age groups," she said.

"Hydration plays such an important role in the care of our bodies and skin. This campaign's products and marketing efforts address this gently, in an encompassing spirit much like the genuine beauty of the Camilla."

[View this post on Instagram](#)

NEW HYDRA BEAUTY CAMELLIA REPAIR MASK THE COMFORTING BOOSTER The rich, creamy texture of the balm wraps skin in exquisite comfort while diminishing signs of dehydration. Perfect to immediately soothe overworked and dehydrated skin. Available in selected countries. #CHANELSkincare #HydraBeauty #Skinhydration

A post shared by CHANEL (@chanelofficial) on May 28, 2020 at 3:31am PDT

Chanel's latest Hydra Beauty campaign.

Beyond the Jar

The brand has also recently released a series of videos to promote the quality and source of its ingredients.

The "Beyond the Jar" video campaign plays up the makers and ingredients of its perfumes to appeal to consumers with a taste for organic handmade goods.

The content strategy is aimed at connecting with housebound consumers by delivering a trip to the South of France to see the flowers and countryside that go into making a bottle of Chanel product.

The latest campaign for Hydra Beauty merges these two strategies by playing up the white camellia and freshness of the water, while offering a cool message of soothing and hydration.

As consumers reemerge from lockdown many are connecting with messages of hope and renewal. Chanel delivers this message with a cool calmness.

"We are in a time of the unknown, of confusion, of uncertainty," Ms. Miller said. "What consumers need is hope, a bright spot in their day, of caring for each other and one's self. It is a time where routine is no longer a negative, rather a friend. Beauty, health and wellness demand that routines become a new standard to be embraced, celebrated."

"They are incorporating their sensibility to beauty, nature, the human form, science and joy in the marketing venues they are deploying," she said.

[View this post on Instagram](#)

Discover HYDRA BEAUTY. The exceptional powers of white camellia meet microfluidic technology in a tailor-made skincare line for deep benefits and radiant skin. The promise of extraordinary hydration. #CHANELSkincare
#HydraBeauty #Skinhydration

A post shared by CHANEL (@chanelofficial) on May 27, 2020 at 2:37pm PDT

Chanel promotes extraordinary hydration in its latest campaign video.

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