

FRAGRANCE AND PERSONAL CARE

## Chanel brings color to fall makeup campaign

August 21, 2020



*Chanel redefines color by making pink the new red in Fall/Winter 2020 palette. Image credit: Chanel*

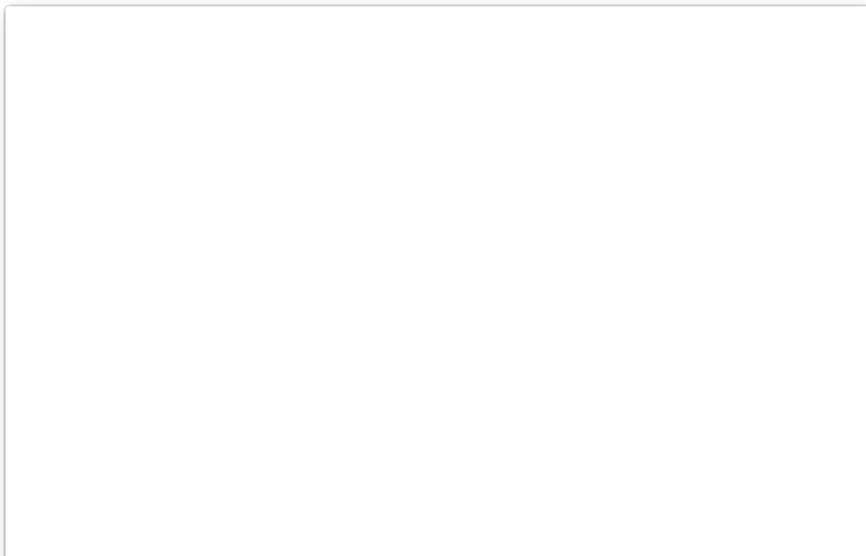
By DIANNA DILWORTH

French fashion and leather goods brand Chanel has dropped a new social media campaign for its fall/winter 2020 makeup palette at a time when cosmetics are reserved for what can be seen above face masks.

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The new collection, which dropped on Instagram and on the brand's site, focuses on a subversive take on pink to create a multidimensional palette and reflect a kind of new femininity. Chanel model Vittoria Ceretti is the face of the campaign and French brand's global creative makeup and color designer, Lucia Pica, created the look.

"With her artistic flair for color, Lucia Pica revisits her original Les 4 Ombres palette with transgressive and unexpected pink tones," reads the [Web site copy](#) promoting the new line. "She overturns preconceived ideas and transcends this color, giving it a tone, texture and shape in a subversive collection, wavering between innocence and experience," "Infused with red, pink transforms. Radical, daring and sensual, Chanel pink is the new red."



[View this post on Instagram](#)

The new face of pink. @LuciaPicaOfficial draws inspiration from her iconic palette and creates a subversive FALL-WINTER 2020 COLLECTION based on pink. Infused with red, the colour transforms. A lively and sensual carmine pink that becomes radical and transgressive. @Vittoria #FallWinter #CHANELMakeup

A post shared by CHANEL (@chanelofficial) on Aug 18, 2020 at 9:04am P..

*Chanel's Fall/Winter Makeup campaign on Instagram shows a bold new way to mix reds and pinks.*

### Makeup sales

Consumers are more likely to spend money on small indulgences such as a luxury lipstick or eyeshadow than they are on more expensive items including shoes or a handbag during a recession.

However, this recession is different. Beauty product sales are down 25 percent, per the NDP Group, and lipstick sales are down even more, as lipstick and masks do not go hand in hand.

Still, Chanel is trying to appeal to consumers who are looking to get dressed up for Zoom meetings and may be more willing to splurge on lipstick than they are to buy an expensive pair of heels or carry a nice clutch, when they are not even going into the office or out to restaurants.

Chanel is trying to break through with a wide palette of options. A \$38 lipstick or a \$62 eye shadow could be a reasonable purchase to consumers looking to boost their mood and spend money on personal splurges as vacations and retail shopping sprees have been put on hold for the time being.

And Chanel is offering a range of color.

"Satiny or matte. Peach or plum. Shy or provocative. Childish or provocative. Innocent or transgressive," reads the Instagram post. "The new pink lip colors of the FALL-WINTER 2020 COLLECTION mark the renewal of free and multifaceted femininity."

### Adding color

Chanel's new makeup line brings a range of color after a summer of marketing beige toned makeup and soothing skincare.

Chanel ran The Summer of Glow campaign last month in a bid to promote its Les Beiges line of cosmetics. The campaign played up the special feeling of summer, showing models basking in the sun while at sea. Their skin looked flawless in Chanel's line of foundations and face powders ([See story](#)).

The French fashion house has also promoted its Hydra Beauty line with a play on the senses. The Instagram campaign offered rich images and videos of moving water, flowers and hydration, which is almost a mini-vacation offered up to scrolling consumers ([See story](#)).

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 ([See story](#)).

As the world navigates these challenging times, this focus on quality ingredients and classic looks can help the brand maintain its exclusiveness and offer small pleasures to consumers.

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