

FRAGRANCE AND PERSONAL CARE

## LVMH's Make Up For Ever celebrates self-expression with lipstick launch

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*Bishop Briggs for Make Up For Ever's Rouge Artist lipstick campaign. Image credit: Make Up For Ever*

By LUXURY DAILY NEWS SERVICE

LVMH-owned beauty brand Make Up For Ever is introducing a new lipstick line, a daring decision as consumers have shied away from makeup purchases during the ongoing coronavirus pandemic.

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Rouge Artist lipstick is designed to mimic a paintbrush, similar to the brushes used by professional makeup artists. To launch the new product, Make Up For Ever released a campaign film, directed by Charlotte Wales, celebrating creativity and self-expression.

### Rouge lipsticks

The Rouge Artist campaign immediately strikes an energetic note with a cover of Queen's "We Will Rock You" by British-American musician Bishop Briggs, who is also featured in the film. The diverse cast also includes Precious Lee, Nour Arida and several others.

The video begins with Ms. Briggs backstage of a shoot, applying the Rouge Artist lipstick herself in the bold red shade "Untamed Fire." She is seen drinking from a water bottle, hinting at the lipstick's long-lasting formula.

*Make Up For Ever leans on themes of independence and fun in its latest campaign*

As the film continues, Chinese actress Nazha is seen boxing atop of a rooftop ring. She is wearing both lipstick and a protective mouthguard, creating an image of strength and femininity.

Other cast members including men, which positions the lipstick as genderless are seen dancing, posing with the lipstick, enjoying noodles and popsicles and more for an energetic and everyday campaign. It concludes with these vignettes intercut with a performance by Ms. Briggs in front of an excited crowd.



*Rouge Artist lipstick is inspired by paintbrushes. Image credit: Make Up For Ever*

The new Rouge Artist lipstick line comes in 46 shades, including bright pinks, vibrant oranges, an unexpected blue and a range of subtle "nude" colors. The satin finish payoffs with strong color impact and comfort.

While the campaign's message of self-expression may resonate with modern consumers, shoppers have generally opted to invest in skincare products over cosmetics as the coronavirus keeps them at home instead of socializing or attending special occasions.

Make Up For Ever is part of LVMH's perfumes and cosmetics portfolio. The category saw revenues fall by just under 30 percent in the 2020 fiscal year amid the pandemic ([see story](#)).

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