

FRAGRANCE AND PERSONAL CARE

Gucci launches inclusive range of liquid foundations

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The new Gucci Beauty liquid foundation line has 40 shades. Image credit: Gucci

By LUXURY DAILY NEWS SERVICE

Italian fashion label Gucci is expanding its cosmetics offerings with the launch of liquid foundations and primers.

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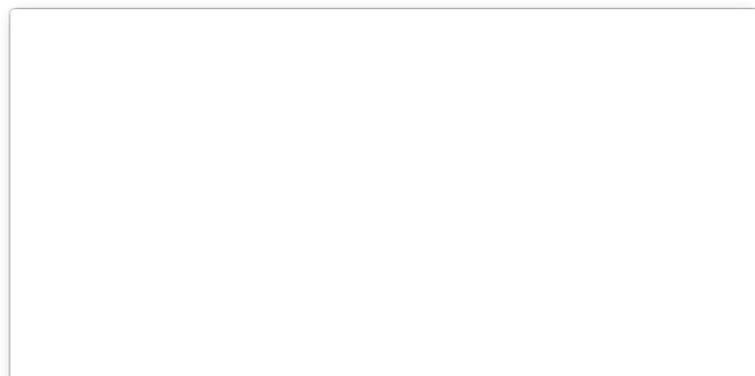
The new products are the newest addition to the Gucci Beauty lineup, which already includes lipsticks, mascaras, brow pencils and nail polish, in addition to fragrances. With an eye on inclusivity, the foundations are available in 40 shades.

Gucci Face

Gucci's new line of natural finish liquid foundations, Fluide De Beaut Fini Naturel, is made with animal-free, vegan formula. The foundations, which retail for \$68, are packaged in a frosted glass bottle with a pale pink cap and embossed Gucci logo.

A Gucci Beauty Foundation Match Maker takes shoppers to the brand's mobile site to compare the shades with their forearm skin tones. Shoppers are first prompted to identify their skin tone as fair, medium or deep before viewing a smaller selection of shades.

The Srum De Beaut Fluide Soyeux primer, retailing for \$59, is available in a "universal" shade. It is meant to add a soft glow and can be worn alone or as a base for a full-coverage makeup look.



[View this post on Instagram](#)

A post shared by Gucci Official (@gucci)

Gucci Beauty campaign for the new foundation and primer

Gucci is promoting the new additions in a tutorial video mimicking a retro talk show. The host gives makeup application advice to a diverse group of models, encouraging them to be confident before instructing them to build a house of cards.

Gucci Beauty relaunched last year with a lipstick collection comprising 58 different shades and three different formulas. An '80s-inspired launch film showed a model in sheer red lipstick bringing rose petals to her lips as she watches television from her bed.

The brand 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 ([see story](#)).

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