

FRAGRANCE AND PERSONAL CARE

Chanel balances ambition and fun in beauty campaigns

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The skincare campaign plays up its multitasking properties. Image credit: Chanel

By SARAH RAMIREZ

France's Chanel is touting its skincare and cosmetics offerings in two whimsical and feminine efforts.

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With the "Mademoiselle Does It All" campaign, Chanel is focusing on multitasking skincare products. The label is also promoting its Les Beiges foundation line with the philosophy that "natural is a style."

Chanel beauty

Chanel teased the Mademoiselle Does It All line on Instagram with a clip of a printer. The printed pages reveal the label's branding, an image of a model tossing sheets of paper in the air and the words "I always have the solution."

On the landing page, another video shows the model typing with a special Chanel keyboard at a acrylic desk. She wears a pink tweed skirt, and repeatedly types the phrase "Mademoiselle Does It All" before turning to the camera and smiling.

[View this post on Instagram](#)

A post shared by CHANEL (@chanelofficial)

Chanel is appealing to busy consumers

Chanel plays up the multitasking reality of contemporary working women as a way to highlight its products tackling different skincare concerns.

Each product is presented with a quippy phrase that would fit in a fast-paced professional setting, such as "I make every second count" and "I cover all my bases." The model is also shown in front of a computer or juggling multiple smartphones, while highlighting accessories from the Coco Crush fine jewelry collection.

The products include La Solution 10 de Chanel, a calming moisturizer with limited ingredients; La Crème Main, a moisturizing hand cream; and Blue Serum, a revitalizing concentrate to improve the complexion. The selection addresses issues consumers may be more aware of after long hours on video chats while offices remain closed.

For those who feel more comfortable combining skincare with cosmetics, Chanel is also highlighting its Les Beiges Healthy Glow Foundation. The light-to-medium coverage liquid foundation is available in 35 shades and has a hydrating and longwear formula.

Chanel tapped French actor Marine Vacth for a joyful campaign for Les Beiges, which is positioned as makeup that allows the wearer's natural beauty to shine through.

Marine Vacth for Chanel Les Beiges

In the film, Ms. Vacth is seen exploring Paris, skipping in the streets, cycling and stopping at library. These scenes are contrasted with shots of the star at ballet rehearsal, swapping her white Chanel tweed suit for a black leotard.

On Instagram, Chanel also shared upbeat snippets of models Kerolyn Soares, Xie Chaoyu and Elibeidy Martinez dancing to David Bowie's "Modern Love." It playful way to emphasize the range of the foundation line, which has the tagline "Natural is a style."

Beauty player

With Zoom meetings replacing in-person special occasions during the pandemic, the skincare sector has seen growth that outpaces color cosmetics.

Chanel recently shared the meticulous and sensory world of its beauty products in a new installment of its "Beyond the Jar" series.

In the fourth video of the series, Chanel is offering an in-depth exploration of the science, research and testing of its beauty products. Chanel is joining other brands in offering an intimate and behind-the-scenes look at how brands are actively catering to consumers' needs and desires ([see story](#)).

Chanel, however, is also looking ahead to days when women ditch their face masks and go back to foundation and makeup.

Last month, Chanel became the latest beauty brand to experiment with AI when it introduced a new lipstick color-matching tool, [Lipscanner](#). Using artificial intelligence and virtual try-on technology, the brand can now match any color to its nearest lipstick shade.

Developed by Chanel's Makeup Creation Studio, Lipscanner allows users to upload or scan an image of any red, pink, plum or orange color from a street sign to the petal of a flower. In return, the app provides a range of Chanel lipsticks in the same shade ([see story](#)).

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