

FRAGRANCE AND PERSONAL CARE

Chanel welcomes Lily-Rose Depp to lipstick lab

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Lily-Rose Depp is the face of Chanel's new lipstick, Rouge Coco Bloom. Image credit: Chanel

By KATIE TAMOLA

France's Chanel is tapping one of its ambassadors to give consumers a unique behind-the-scenes peek into the makings of its iconic lipstick.

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Actor Lily-Rose Depp, who has worked with the brand since 2015, takes viewers into Chanel's makeup lab. As the new face of Rouge Coco Bloom, Ms. Depp learns how the lipstick is made and which thoughtful materials go into the product in a new short film.

"As a French luxury brand, Chanel's partnership with French-American actress Lily-Rose feels very authentic," said Aleni Mackarey, chief operating officer at [Base Beauty Creative Agency](#), New York. "She really embodies the brand spirit and helps consumers to envision themselves in her shoes, driving that pathway to purchase.

"Coming out of 2020, one of the biggest trends we saw was the consumer's need for beauty backed in science she can trust," she said. "Content created to support this theme will help brands to maintain a spot on her makeup shelf."

In full bloom

After Ms. Depp is given her own white coat, she walks directly into the Chanel makeup formulation laboratory and greets an employee who has worked on this particular lipstick. Ms. Depp is wearing the "Alive" shade of the lipstick during the short film.

The Chanel employee informs Ms. Depp that it took more than 140 attempts for the Chanel team to create this lipstick with its desired long-lasting shine. Chanel has also worked to develop an infinite variety of shades unique to the brand.

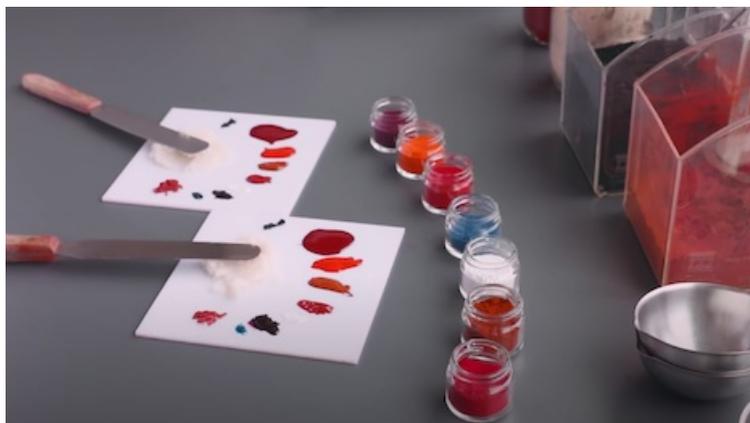
Ms. Depp learns about the intentional process behind crafting the new lipstick from Chanel

The brand's employee opens a first tray, showing a glimpse of at least 20 pigments, and then opens a second tray, showing a variety of mother-of-pearl colors that come together to ultimately create different shades of Rouge Coco Bloom.

Ms. Depp then guesses which pigments and mother-of-pearls went into the shade that she's wearing, while the Chanel team member explains how the brand actually implemented black mother-of-pearl to bring depth to the shade she is wearing. The duo then travels to a separate room to observe the entire formulation process of the lipstick.

"I guess it must be a mixture of pigments, mother-of-pearl, oils, and very nice moisturizing ingredients," Ms. Depp says as they bring all of the ingredients together.

The pair then lines up the disparate pigments and mother-of-pearl colors for the color phase, then the shot cuts to a beaker of a white base of wax, which lets the team structure the lipstick. A natural film-former helps implement the long-lasting film on the lips while the team also implements Chanel's oils that give the lipstick its shine.



Behind-the-scenes at the Chanel laboratory. Image courtesy of Chanel

Ms. Depp then mixes the pigments with the white base to provide the shade. The women discuss the importance of balancing the various pigments to create desired shades, and then they transition to the formulation process.

All the ingredients are put into the machine at a certain temperature to create the ready formula which is later checked to be homogeneous before it is cast. On her first attempt, Ms. Depp formulates a perfect lipstick, and after writing her initials in some of the poured formula, she is then able to transfer the formula into a lipstick container for the final product.

Beyond the brand

Chanel is one of many luxury brands producing content that offers viewers a more intimate look at their inner workings.

Brands have been called on to be innovative due to the COVID-19 pandemic, utilizing disparate campaigning methods like roundtable discussions, Zoom interviews and behind-the-scenes segments.

French luxury conglomerate LVMH Mot Hennessy Louis Vuitton has launched a new series highlighting the top employees behind many of its illustrious brands. "The Doers" takes consumers into the hearts of those who work tirelessly to make LVMH one of the leaders in the luxury business ([see story](#)).

Earlier this month, Chanel shared one-on-one conversations with its brand ambassadors after its fall/winter 2021 ready-to-wear show, extending the impact of another fashion presentation impacted by the COVID-19 pandemic. Borrowing from a strategy used in previous seasons, Chanel has released Zoom-inspired calls between French model Caroline de Maigret and a younger crop of brand ambassadors discussing the label's latest show ([see story](#)).

"This advertising approach peels back the curtain of perfection consumers are used to seeing on luxury brands' social media," Ms. Mackarey said. "Instead of highly stylized content, they get the chance to go behind the scenes and feel like a part of the process."