

FRAGRANCE AND PERSONAL CARE

## Guerlain taps Violette as new creative director of makeup

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*Violette is Guerlain's new creative director of makeup. Image credit: Guerlain*

By LUXURY DAILY NEWS SERVICE

LVMH-owned beauty label Guerlain has named French makeup artist Violette Serrat as its new creative director of makeup.

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Violette, who simply goes by her first name, arrives at the French maison after stints with Christian Dior and Este Lauder. Both **Guerlain** and Violette are closely associated with French beauty, while her appointment shows the house, established in 1828, is embracing modern ideas.

"I'm so happy to be joining an iconic house with such a rich heritage, where I can pass Guerlain's values in makeup on to a new generation and share it with those who, no matter their gender, celebrate beauty today and will celebrate it tomorrow," Violette said in a statement.

"As a pioneer, the Guerlain house must show commitment by becoming environmentally involved and engaging with femininity in broad and diverse way," she said.

### Violette meets Guerlain

The Parisian-born Violette saw her career kick into high gear after becoming the international makeup designer for Dior. She has also worked as a product development consultant at LVMH-owned beauty retailer Sephora and cultivated a side career as influencer, with more than 413K Instagram followers and 302K YouTube subscribers.

At 33 years of age, Violette was named Este Lauder's global beauty director in 2017 ([see story](#)) and was recognized as a 2018 Luxury Women to Watch ([see story](#)).

*Guerlain and Violette are both synonymous with French beauty*

Violette stayed at Este Lauder until August 2020. She then introduced her own makeup line, VIOLETTE\_FR, in April 2021 and serves as the company's CEO.

Guerlain describes itself as one part of a "duo" with Violette, hinting that she will be highly visible in the role. Her debut collaboration will be released this summer.

"Violette's appointment as makeup creative director highlights the maison's commitment to sustainability and ethical luxury," Guerlain said in a statement on Instagram.

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