

FRAGRANCE AND PERSONAL CARE

## Guerlain explores its own history with a bold lip

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*Through a series of historical exploration, Guerlain celebrates its bold red lipstick. Image credit: Guerlain*

By NORA HOWE

French beauty house Guerlain is turning the clock back more than 200 years to explore its rich Parisian history as it introduces a new collection of bold red lip shades.

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A three-shade collection of both satin and matte lipsticks, Rouge G Legendary Reds honors Guerlain's long-running beauty expertise since 1828, the year it was founded by Pierre Franois Pascal Guerlain. To celebrate the collection, the brand unveiled a three-part film campaign explaining the history behind each shade.

### Rouge G

One film for Rouge du Tigre goes back almost 200 years to 1830, honoring the first red shade of the original Guerlain lip and cheek color.

A brick red inspired by the undertones of red lacquered Chinese art, Rouge du Tigre terracotta tones mirror the Pierre-Francois-Pascal Guerlain's original Bloom of Rose liquid rouge, which was created for the opening of Guerlain's first boutique.

*Rouge du Tigre pays homage to the Bloom of Rose liquid rouge*

Rouge Imprial is the star of another film, in which the brand goes to 1870 to explore its first "stick" lipstick, N M'Oubliez Pas.

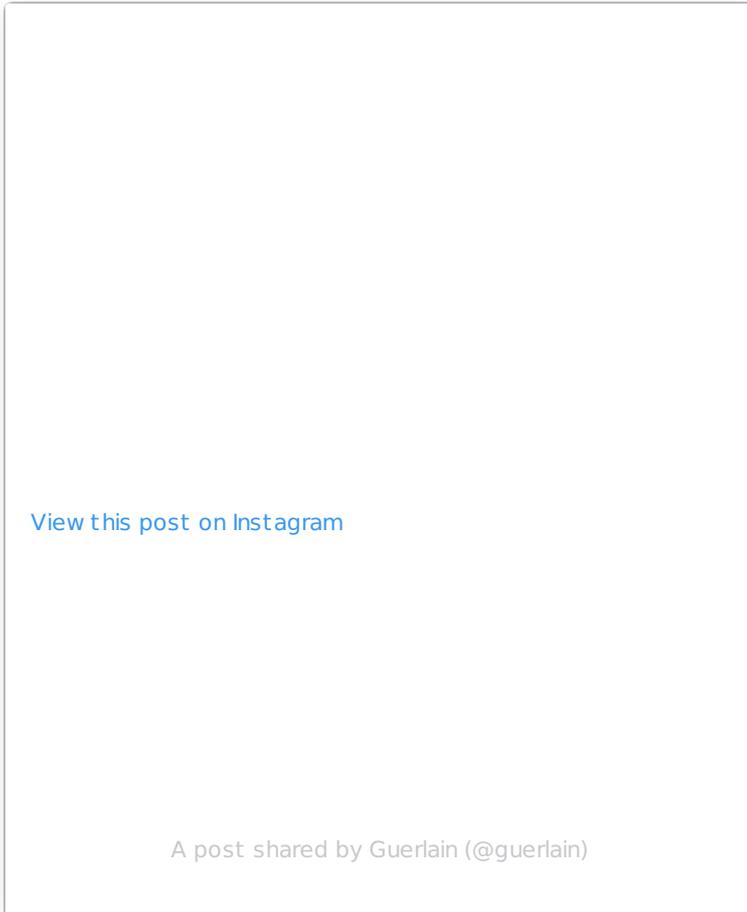
Considered to be highly fashionable throughout the 19th century, the deep, berry-red shade was inspired by Guerlain's muse, France's Empress Eugnie. The shade was also loved by figures of the French imperial court.

A third film for Roi des Rouges pays homage to the 1925 Rouge Automatique, a retractable lipstick the brand created during the rise of inventive beauty and feminine freedom during the roaring twenties.

Guerlain has reinterpreted the nearly 100-year-old lipstick to celebrate this empowering time for women.

"When you have a red lipstick in your hand, it's as though you own a weapon of seduction," said Violette Serrat, creative director of makeup at Guerlain, in an Instagram post.

As part of the campaign celebrating the new collection, Ms. Serrat spoke with journalist and fashion critic Loic Prigent for a tutorial. She started with Rouge du Tigre and then layered Roi des Rouges on top to create an ombr look.



Each shade and material retails for \$22. Lipsticks are also available in a Prestigious Edition case embroidered by French duo Baqu Molini for \$290.

#### History lessons

Brand heritage is a crucial element of luxury, and many brands understand the importance of sharing that history and legacy with their audiences, bringing customers closer to the heart of the brand.

Since 2012, Chanel has produced an entire series dedicated to its history: Inside Chanel.

In March 2021, the French brand focused on its most iconic fragrance, Chanel N 5 for an installment of the Inside Chanel video series as it celebrated 100 years of the perfume.

Over its lifetime, Chanel has developed brand loyalty through numerous products and relationships, but especially with its century-old fragrance. As a part of its extensive effort of exposing itself to its consumers, "Inside Chanel" took audiences through the history and influence of the N 5 fragrance ([see story](#)).

The series has also focused on founder Gabrielle "Coco" Chanel's love of dance, literature, art and music, as well as how the brand navigated through various eras.

German luxury goods maker Montblanc also explored its history through the Signed series. The first episode of the series told the story of how the pen maker was born ([see story](#)), while the second unveiled how its founders decided upon the brand name ([see story](#)).