

FRAGRANCE AND PERSONAL CARE

Armani, Cate Blanchett urge joy in Lip Maestro efforts

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Cate Blanchett continues her work with Armani Beauty. Image credit: Armani Beauty

By KATIE TAMOLA

Italy's Armani Beauty and brand ambassador, Australian actress Cate Blanchett, are spotlighting the pure jubilation of applying some glamour in the brand's latest vignette.

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Campaign imagery, including photos and short videos, show the actress creating the ultimate red carpet look, with the Lip Maestro liquid lipstick at center stage. The campaign offerings establish a palpable joie de vivre, inherently encouraging consumers to tap into their own confidence and to bring the allure of the A-list into their own homes.

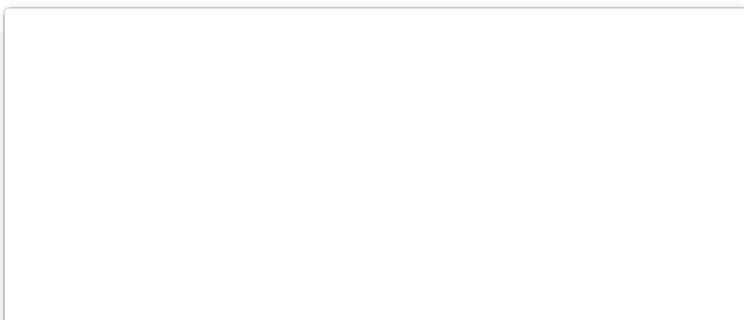
"The video provides a look into how no matter what one is wearing, the power of a good lip really pulls it together," said Kimmie Smith, cofounder and creative director of [Athleisure Mag](#), New York.

"You're able to see how it is packaged, how the hues apply on the lips and more," she said. "Consumers are able to really see the product and can imagine wearing it for a number of occasions."

Making music together

A new vignette opens with a smiling Ms. Blanchett, sporting a chic and sophisticated black strapless dress, vibrant pink hat and Lip Maestro in shade 206.

Footage of her twirling around the room as she also tries on a pink-feathered shawl and multicolored tulle hat is juxtaposed with a makeup artist dutifully applying the lipstick. The short ends with a standalone shot of the lipstick.



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Enjoying life with Ms. Blanchett and Armani Beauty

The lipstick is a highly pigmented velvet-matte product, coming in several shades with the promise of long-lasting wear.

Another vignette further establishes the feel of old-school Hollywood glamour, opening with Ms. Blanchett meticulously applying Lip Maestro in shade 405 before stepping out to several photographers in a strapless gown in muted pink and large black earrings.

Ms. Blanchett giggles confidently and coyly as someone helps her with her dress and she briefly shields her face from flashes from several cameras. This film ends similarly, with a standalone shot of the lipstick in its thin, red container.

Completing the set, another vignette shows her once again preparing for an event, this time trying on disparate shades of lipstick, including a neutral pink and additional vibrant red. While in a long black ball gown adorned with feathers, the Academy Award winner looks in the mirror and smiles as she admires her makeup and adjusts her earrings.

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Ms. Blanchett taps Lip Maestro in shade 405

Footage of her laughing, dancing and playing around in a pair of sunglasses also unfolds, solidifying the campaign's theme of joie de vivre, sending the message that consumers too can channel this kind of confidence and joy.

Shoppers ostensibly are vying to reverberate this kind of enjoyment in their lives, as the Lip Maestro liquid lipstick was sold out on Armani Beauty's website two days after the campaign's first film was posted on Instagram.

Queen of luxury?

Luxury brands have not ceased to tap into star power for their campaigns and ambassadors. When one successfully embodies and radiates the glamour and confidence of Hollywood the way Ms. Blanchett has, brands notice and vie for her presence.

Ms. Blanchett has acted as the beauty brand's spokesperson for its S fragrances since 2013. The brand's eponymous designer extended her role to all of its makeup and skincare in 2018, as he believed she embodies the true Giorgio Armani woman ([see story](#)).

In June, French fashion house Louis Vuitton appointed the shining star as its newest ambassador.

Ms. Blanchett starred in her first campaign for the house, serving as the face of the Spirit high jewelry collection. For the campaign, Ms. Blanchett channeled her own elegance to represent that of the collection in a campaign shot by Norwegian photographer Solve Sundsbo ([see story](#)).

"Seeing Ms. Blanchett take us with her for the red carpet moment that she is preparing for allows us to see all of the elements come together," Ms. Smith said. "She is someone who reflects a person who has played a number of roles and is always confident in how she presents herself as well as the characters that she plays.

"When she is being herself, she opts to wear whatever power lip hue that reflects her personality at the moment," she said. "This is something that we can all embrace as we find our perfect shade as well as our go-to one."