

FRAGRANCE AND PERSONAL CARE

## Chanel Beauty fronts neutral shades in fall collection

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Chanel Beauty has launched a creative content series featuring new seasonal offerings. Image credit: Chanel

By LUXURY DAILY NEWS SERVICE

French fashion house Chanel is giving brand fans a taste of its latest tone-on-tone cosmetics collection.

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With neutral shades for fall at the forefront, Chanel Beauty has launched a creative content series featuring its foundations, lipsticks and nail colors for the upcoming season. Familiar faces Akon Changkou, Mona Tougaard and Vittoria Ceretti bare it all for autumn in a new #ChanelMakeUp campaign.

Tonal transition

Vying for the brand's nude fall/winter vision, Ms. Changkou, Ms. Tougaard and Ms. Ceretti sport its primary products: Ultra Le Teint, Rouge Allure and Les Vernis.

The models star in Chanel's newest bout of beauty, which takes inspiration from the richness of neutral shades. Their faces are revealed scanner-style, in moving gif-adjacent imagery featuring modern edits.

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A post shared by @chanelofficial

Complexion products crafted with care can be found in the form of a high-performance liquid foundation from the brand, seasonally appropriate in texture with its soft-matte finish.

A long-wearing nail lacquer, shown across images in shades such as "Originel" and "Infinet," gives a smooth and even effect reminiscent of its campaign's coloring.

Chanel Beauty's fall/winter collection favors the bold, by way of luminous lipstick.



*Chanel Beauty Muse Mona Tougaard sports a deep shade of Rouge Allure. Image credit: Chanel*

The alluring rouge is featured upon the lips of the aforementioned models in the shades "Alter Ego", "Instinct" and "Illusion", respectively.

A digital try-on interface for the full range of products can be found on Chanel's site, where the collection is available for purchase. Chanel Beauty is among many fashion entities experimenting with this technology.

From retailers like ecommerce giant Amazon ([see story](#)) and beauty retailer Sephora ([see story](#)), to fashion companies such as Swiss watchmaker IWC Schaffhausen ([see story](#)), and the providers like Perfect Corp. ([see story](#)) that fall in between, players across luxury are continuing their trial of the virtual tool.

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