

FRAGRANCE AND PERSONAL CARE

Gucci Beauty launches first powder blush with vintage visuals

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Gucci Beauty Blush De Beaut is the house's first powder blush and is available in six hues. Image credit: Gucci

By KATIE TAMOLA

Italian fashion label Gucci is inviting consumers out for a night on the town alongside its expressive new blush.

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In a promotional film for Gucci Beauty Blush De Beaut, the model takes consumers into a typical night at the illusive Club Gucci Beauty, where makeup is set to be applied, new friendships are formed, and the unknown is ready to be embraced. The short film promoting the versatile blush generates excitement for the unknown, reminding consumers that with the right personal care products and attitude, any goodness is possible.

A night to remember

With a lively and eclectic yet chic vibe that feels authentically Gucci, the film opens with a neon light-up sign reading "Gucci Beauty," against a backdrop of 80s-style imagery, in a strong nod to the rouged cheeks and feather boas of the era.

A model appears, dressed in juxtaposing vibrant red and green feathered apparel, strutting to a destination determinedly. There, she explains the average outing at the club.

The possibilities are endless with Gucci Beauty Blush De Beaut

"A usual Friday night at Club Gucci Beauty always starts with a casual bathroom stop that consists of blushing," the lead actress in the film says.

As the lead applies Gucci Beauty Blush De Beaut, her best friend Lauren also applies the blush, explaining that the powder gives Lauren the power to visualize how she wants her night to unfold.

Donna, a new friend who stands alongside the two women at the bathroom mirror, discusses and experiments with disparate blush applications. The lead actress explains how the night, accompanied by Gucci Beauty Blush De Beaut has already been rich.

"I spotted her amongst the crowd, and I knew I needed to hang with her, or should I say, blush with her."

With that, the three women continue crafting their individual looks with the blush. The lead bellows that she is

looking to grow bold.

Donna adds Gucci Gloss to her look, in what the lead identifies as the perfect finish.

Presenting Gucci Blush De Beaut, the House's first powder blush made for pure creative expression. Smooth, playful and multi-use, it can be applied on cheeks and eyes.

#DontRushJustBlush #GucciBeauty #AlessandroMichele <https://t.co/FVcmXKDhIu>
pic.twitter.com/tFjHgUyWcC

gucci (@gucci) September 7, 2022

With that, the trio is ready to continue their evening, embracing all the beauty that is left to come.

The three leave a delightful gift on the bathroom mirror, a polaroid of the group.

"It's 1:17 a.m., let the night begin," the lead says.

The blush, which can also be used as an eye shadow, does its job in bringing people together in a jubilant setting. The item is Gucci's latest tool in enjoying life, an ultimate symbol of joie de vivre representing its chic and celebratory ethos.

Gucci Beauty shines

Gucci Blush De Beaut is the house's first powder blush and is available in six hues, starring in this campaign that celebrates friendship, beauty rituals and all that may come next.

Gucci continues fostering its personal care offerings, from blush to fragrance.

Last month, Gucci released animation-fueled visuals in celebration of a new fragrance, pairing the launch with a digital activation and limited-edition products under its luxury perfume and makeup arm.

With the release of novel scent Gucci Flora Gorgeous Jasmine, Gucci Beauty marks a fresh chapter of its Flora Fantasy campaign. The latest thematic adventure from the Coty-backed company is the second part of a larger marketing effort launched last summer, which tapped pop-punk princess and singer-songwriter Miley Cyrus as its face ([see story](#)).

In 2021, Gucci Beauty launched its flagship store on Alibaba's Tmall Luxury Pavilion, expanding its reach among Chinese affluents.

The digital store connects Gucci Beauty products with more than 770 million Chinese consumers who will now have the opportunity to experience and purchase items from Gucci Beauty's full range of make-up and fragrances through the Tmall platform. The collaboration provides consumers with a luxury experience and trusted shopping environment while allowing Gucci Beauty to strengthen its reach and engagement within the Chinese luxury market ([see story](#)).