

FRAGRANCE AND PERSONAL CARE

Chanel launches emerging artist collective, names inaugural MUAs

October 11, 2022



Ammy Drammeh, Valentina Li and Ccile Paravina are Chanel's inaugural Global Creative Makeup Partners. The group will develop beauty content and product capsules under the debut collective. Image credit: Chanel

By LUXURY DAILY NEWS SERVICE

French fashion house **Chanel** is placing three up-and-coming makeup artists at the forefront of its latest incubative effort.

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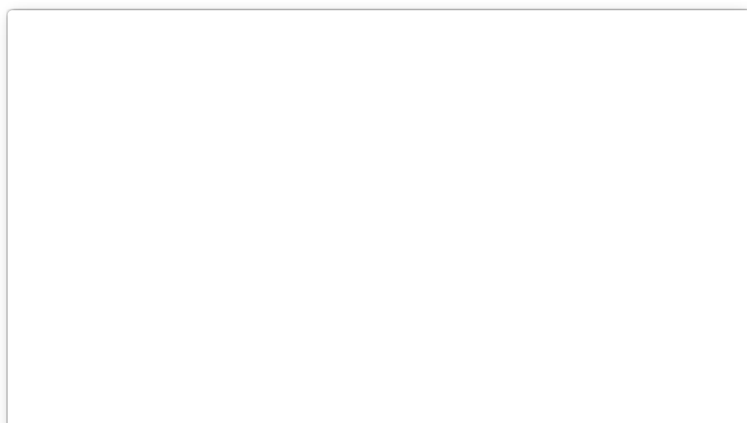
The brand has announced the launch of "Cometes Collective," a group of rising beauty shaping the future of the industry. As of this month, the inaugural MUAs Ammy Drammeh, Ccile Paravina and Valentina Li have been named its first Global Creative Makeup Partners.

Beauty's new faces

The internationally recognized Gambian-Spanish beautician, Paris-based artist and Chinese journalist-turned-creative are embarking on a new chapter, marked by an appointment announcement and an upcoming beauty drop.

The emerging stars are set to develop new creations and content for the luxury household name.

Additionally, in January 2024, the group will deliver a beauty capsule by way of the collective and to an anticipatory worldwide fan base of Chanel beauty lovers.



[View this post on Instagram](#)

A post shared by CHANEL BEAUTY (@chanel.beauty)

Established in the interest of artistic exchange and in an ode to the chance encounters that catapulted its founder into fame, the MUA partnership runs parallel to the house's Makeup Creation Studio, the engine that fuels the brand's beauty offerings.

With its newly-unveiled collective platform, Chanel now looks to breathe new life into the category.

The ladies have been selected due to their multi-faceted visions of beauty, in addition to their values, which bode well with the contemporary outlook of their new brand partner and its lead MUA Lucia Pica.

Named global creative make-up and color designer in 2015 after a stint as Charlotte Tilbury's assistant, Ms. Pica has helmed Chanel's beauty efforts for over seven years.

One of the brand's latest beauty spots perfectly encapsulates the level of innovation that the trio will be tasked with continuing.

Stop-motion video effects meet the spot's vintage aesthetic

For the brand's limited-edition, tweed-inspired eye palette "Les 4 Ombres Tweed Pourpre," the luxury leader released "The Tweed Issue," a Chanel Makeup presentation in campaign video form, inspired by the House's favored woolen looks. Brand fans were able to explore four unique interactive experiences centered around tweed on Chanel's site ([see story](#)).

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