

FRAGRANCE AND PERSONAL CARE

Lancme x Bearbrick taps Lily Collins and livestream capabilities for limited edition collection

November 7, 2022



Bearbrick figurines have become a hot resale commodity. Now, Lancme is getting in on the action the rare release provides a strong contemporary use case for leveraging livestreaming. Image credit: Lancme

By AMIRAH KEATON

L'Oreal-owned beauty brand Lancme is toying with exclusivity, putting new faces to familiar products in an attempt to appeal to an array of audiences.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

The beauty magnate has partnered with a popular line of collectible figurines on a packaging redesign for two personal care classics. Global ambassador Lily Collins gives the limited-edition Lancme x Bearbrick collection a lift.

"The beauty market's continuous ability to make space for more brands and more products implies that the consumer is always open to trying something new and innovative," said Livia Stefanini, a **London-based** freelance luxury strategist.

"That said, the longevity of novel products and brands is limited," she said. "Packaging, on the other hand, is the experience of the product and invites consumers to have fun with beauty.

"Plus, as recessionary mindsets kick in, accessible and playful luxuries like Lancme's 'BE@RBRICK' collectibles become more meaningful and special."

Ms. Stefanini is not affiliated with Lancme, but agreed to comment as an industry expert.

Beauty's best friend

Lancme x Bearbrick pairs custom packaging with a highly-coveted collector's item, opting for digital campaign content and a shoppable livestream event in promotion of its release.

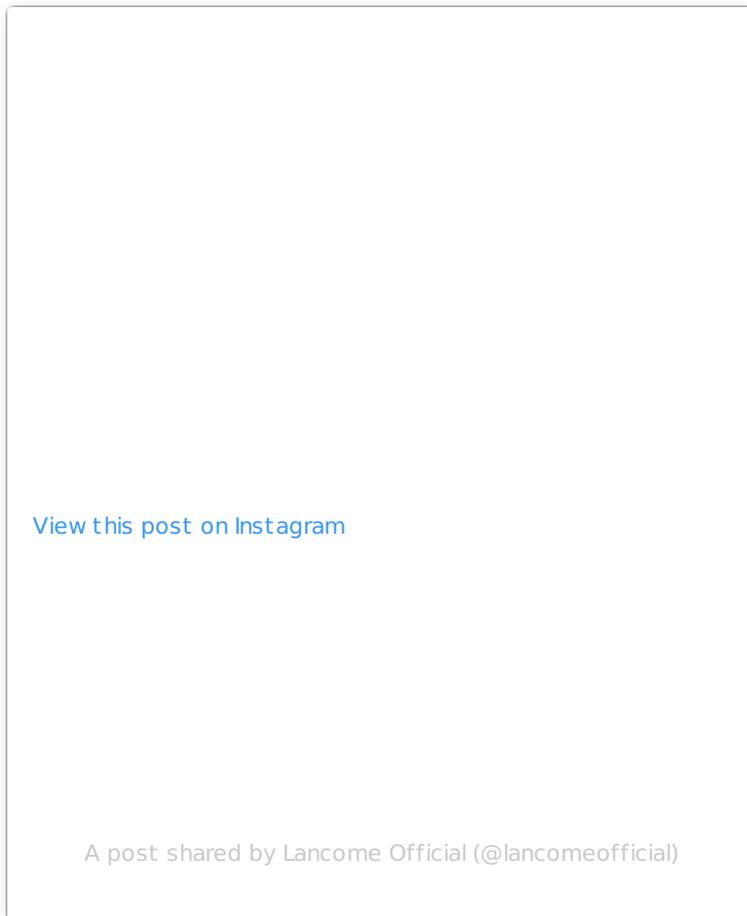
Dressed head-to-toe in red and sporting the collection's signature lipstick shade, Ms. Collins becomes best friends with Medicom Toy Corporation's "BE@ARBRICK" creation in a series of branded spots.

In Lancme's latest, global ambassador Lily Collins engages with Bearbrick, "beauty's best friend"

The British-American actress engages with an animated doll, waist-height in stature and charming in demeanor.

A giant set of serum bottles shown in the spot above match Mediacom's toy in scale, and offer a lifesized account of the capsule's red-and-white accented design details, integrating the brand's logo and rose emblem amid its embellishments.

The video's upbeat soundtrack "Best Friend" by artist Sofi Tukker stands as a play on its tagline.

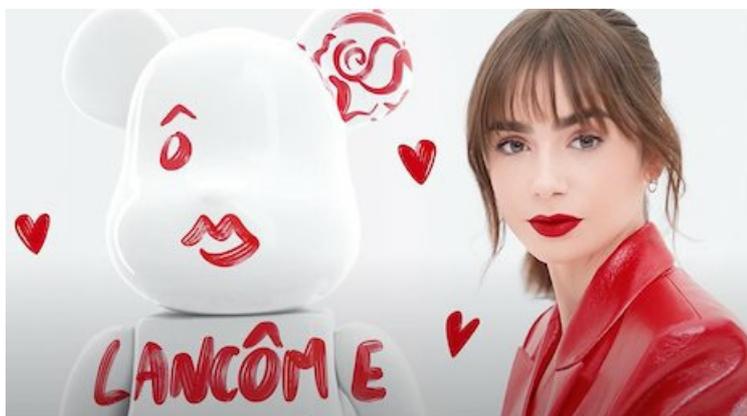


One of the items at hand, Lancme's Advanced Gnifique, operates as an essence, strengthening the skin's moisture barrier with a balanced formulation of bifidus prebiotic, vitamin C and hyaluronic acid.

Use of the latter ingredient is on the rise, especially among younger generations ([see story](#)).

The capsule's other component, L'Absolu Rouge Intimate lipstick, lists a buildable, lightweight and comfortable formulation that offers some skincare benefits grand rose extract and ceramides encourage hydration. Its cardinal color compliments the holiday season well.

The campaign's mascot carries the themed baton over the finish line.



A decades-old phenomenon handcrafted by Japanese artisans, Bearbricks' profile and value have risen substantially since its founding. Image credit: Lancme

Ranging in size from just below three inches for its smallest editions, to its largest option at 27 inches, available for

avid fans the former is representative of the measure included in Lancme's boxed set the famed novelty bear sits at the intersection of luxury and art, often sell at 4-5 times its original price on the secondary market. The entity counts Disney, Jean-Michel Basquiat and Keith Haring as recent collaborators.

The capsule's main character brings its touch of cross-cultural charm to the Western market.

"While culture and influence are borne out of all corners of the world, the West has long had this notion that it is the 'source' of cultural vanguardism in fashion, design and beauty," Ms. Stefanini said.

"In reality, Japanese kawaii style has been all over runways and make-up artistry for ages, it's only normal that the beauty market and Lancome have stepped into the space very blatantly," she said. "References are hard to piece apart but when I look at today's most impactful Western pop culture engines, from Euphoria to Olivia Rodrigo and Miu Miu I see elements of Kawaii throughout."

Lancme leverages livestreaming

For the collaboration, Ms. Collins participated in a virtual shopping experience. Lancme's welcome embrace of livestreaming technology showcases the degree to which the tool is making a comeback.

In beauty's case, livestreams allows for simultaneous entertainment alongside real-time product trial, powerful in an era where video dominates consumer ratings and reviews preferences ([see story](#)). A recent McKinsey whitepaper on the e-commerce tool shared that sales originating from live commerce could account for 10 to 20 percent of all global ecommerce by 2026 ([see story](#)).

The firm also found that live events can be highly effective for creating awareness and prompting trial but less so for solidifying loyalty, so brands must consider which stage a product has reached in its life cycle before engaging. In the beauty capsule's case, the moment-in-time aspect of the Lancme x Bearbrick collection could provide the perfect opportunity to leverage the digital feature.

[View this post on Instagram](#)

A post shared by Lancome Official (@lancomeofficial)

The sales method has proven incredibly successful in China and other parts of Asia.

The channel has evolved rapidly in China, growing 280 percent in value between 2017 and 2020, reaching an estimated \$171 billion. This acceleration has been intensified by the pandemic, and sales are expected to reach \$423 billion by 2022 ([see story](#)).

As evidenced by the aforementioned beauty brand's activation, the remote shopping method is spreading rapidly

within the West. According to [Coresight Research](#), the U.S. livestream shopping market in particular is expected to reach \$11 billion by the end of 2021 and \$25 billion by 2023.

Between tapping Ms. Collins, aligning with Bearbrick's hype and integrating a relevant digital tool as one sales vehicle of choice, Lancme has ostensibly heightened reach and engagement for the rare release.

"Live streaming creates a feeling of community," Ms. Stefanini said.

"[It] is particularly powerful for mass luxury experiences such as beauty, and when combined with a covetable celebrity who will activate their fan base."

© 2022 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.