

FRAGRANCE AND PERSONAL CARE

Guerlain offers new takes on classics in Fly to the Stars' campaign

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Guerlain is running a playful holiday campaign with a bee motif. Image credit: Guerlain

By LUXURY DAILY NEWS SERVICE

Guerlain has debuted its "Fly to the Stars" campaign that presents some limited editions of the French perfume house's most classic pieces in time for the holidays.

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In a 30-second spot, a group of busy worker bees flies in and around a large golden star, latticed like honeycomb. They flit from blossom to blossom, finding special treats for the holiday season nestled inside.

One of these treats is a vial of golden-hued Abeille Royale, which uses royal jelly and honey to provide the wearer with plumped skin and a youthful glow.

The bee has been the symbol of Guerlain since 1853. [Guerlain](#) is owned by LVMH.

The bee and golden honeycomb motif are on display in the special edition, "Le Secret de la Reine," a diamond-encrusted bee created by jeweler Lorenz Baumer, meant to be removed from the perfume vial and worn as a brooch.



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Starry eyed

This holiday collection twinkles, shimmers and shines.

Violette, creative director of Guerlain Makeup, took her inspiration from various sparkling fabrics. She wanted to create palettes that would enhance all skin tones, and eyeshadows that enable multiplying effects to completely transform the look of the wearer's eyes.

One of these offerings is the limited-edition eye shadow, Quad Ombres 777 Golden Stars.

A limited edition of the perennially popular Terracotta bronzing powder is available in Terracotta Starlight, a more shimmering take on shade No. 03. The powder is made of 96 percent natural ingredients, including mineral and pearlescent pigments.

To finish off the look, Rouge G Luxurious Velvet, which comes in 16 intense shades. The colors are highly pigmented, making for a more subtle finish.

Guerlain's "Fly to the Stars" holiday 2022 campaign. Video credit: Guerlain

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