

FRAGRANCE AND PERSONAL CARE

Chanel begins new year on good note with Beauty Resolutions'

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Content appears aside the following tagline: "You make the rules. Nothing is ever too much when it comes to makeup." Image credit: Chanel

By AMIRAH KEATON

French fashion house Chanel is setting intentions for the New Year, delivering modern iterations of dated rules while implementing a bit of a beauty twist.

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The new campaign cleverly taps into a longtime tradition, offering four standout makeup looks, pairing each one with a cheeky resolution. The brand eventually empowers audiences to name their own L.A.-native Lily Stewart stars in Chanel Beauty's latest.

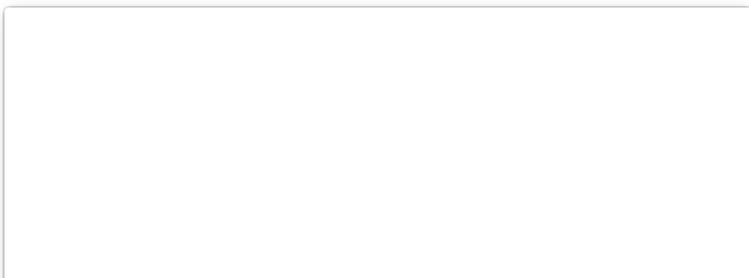
"Chanel's resolution campaign is a blend of a traditional New Year's theme with novel gen z makeup artistry and skincare concepts," said Livia Stefanini, luxury consultant at [Livia Stefanini](#), London.

"Merging tradition with future-facing flair is the essence of Chanel's brand power, and indeed, without missing a beat, this campaign brings together classic resolution messaging with youthful looks and attitude."

New year, new you

Ms. Stewart anchors a fresh round of branded content imagery supplements one campaign video from the luxury brand or, more specifically, its beauty arm's most recent release.

In an initial, swift but strategic cross-category feature, the model appears with a mask substance upon her visage, frontloading a sound skincare routine before exposing the elaborate artistry to come. The model sets the tone early, before proceeding to unveil an unexpected set of makeup looks.



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

"These are my resolutions for 2023," she starts. Ms. Stewart appears to hold a smirk back, in anticipation of what is to come.

"Play with fire," she lists first of Chanel's New Year resolution list, flashing a strip of red across the eyes with a scarlet lip to match. The avant-garde banditry featured across her face is quickly switched out for another intense creation of darker tone.

"Travel further," she offers next, this time wearing winged coal-rimmed eyes. "Learn a new party trick," follows shortly thereafter, to the tune of a red lip shade with ombr effect.

"Kiss more and more," Ms. Stewart then suggests, an offering that proves more playful than practical – this look, especially, requires that the Chanel logo expertly drawn onto her upper lip stay in place.

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"Show my emotions," the model states. A blush-toned powder covers her eyelids, extending down to the top of her cheekbone. Assets posted to social appear aside the tagline "You make the rules. Nothing is ever too much when it

comes to makeup," listed in captions.

Ms. Stewart delivers the campaign video's final statement.

"Last but not least, start with a clean slate," she says, before returning to the natural origins of her own skin, presumably beginning the cycle again.

Trusted talents

Chanel Beauty's frontrunner is just as whimsical a personal story as the sayings she purports.

A graduate of the Fashion Institute of Technology, the talent was discovered by Louis Vuitton womenswear creative director Nicolas Ghesquire ([see story](#)), whose backing primed her industry foray.

Ironically, the aspirational multihyphenate girl-about-town fully embodies the Chanel Beauty code on paper, and on camera.

As it turns out, the artists placed in charge of model prep also tout extended credentials. Trio Ammy Drammeh, Valentina Li and Ccile Paravina are responsible for the colorful creations currently featured across Chanel's feeds.

The three makeup artists are at the forefront of a brand-new beauty incubator effort. In October of 2022, Chanel announced the launch of "Cometes Collective," a group of rising beauty stars shaping the future of the industry – the inaugural MUAs have been named Chanel's first Global Creative Makeup Partners ([see story](#)).

"The #CometesCollective creative debut reads as an informative announcement rather than a buzzing campaign," Ms. Stefanini said.

"I expect we will see the trio's creativity brought to life with imagination and greater impact in the run-up to January 2024 when their first collections are launched."

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