

FRAGRANCE AND PERSONAL CARE

Chanel spotlights beauty segment with campaign trifecta

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Diverse talents front each initiative. Image credit: Chanel

By ZACH JAMES

French fashion house Chanel is unleashing a variety of cosmetic products with corresponding marketing materials.

Uplifting the launches of a Coco Mademoiselle fragrance, spring 2024 makeup collection and Sublimage skincare line are a trilogy of vastly different campaigns. Spanning behind-the-scenes looks, product walkthroughs and more traditional advertising ventures, the promotions could appeal to a large and varied audience of luxury consumers.

"These campaigns are all vastly different, but they are all trendsetters in their unique product categories," said Sheri Koetting, founder, brand strategist and creative director at [MSLK](#), New York.

"Chanel continues to be a market leader for style and substance," Ms. Koetting said. "On e-commerce, each launch portal does an outstanding job of highlighting the luxurious, potent-ingredient benefits across all their beauty products.

"Like all sophisticated brands today, Chanel is deftly integrating diversity into their marketing strategies."

Ms. Koetting is not affiliated with Chanel, but agreed to comment as an industry expert.

Seasonally ageless

Each campaign takes a distinct approach, all of which are in line with current luxury trends.

Released March 17, the spring 2024 cosmetic collection's marketing push focuses on application and style. The product line, curated by Chinese makeup artist Valentina Li one of the top talents in her homeland spans nail polish, lipstick, eyeshadow, blush and more.

Chanel presents the "Dive into the Blue" look

Bold shades of blue and coral color the drop, available now, both in-store and stocked [online](#).

To promote the launch, two campaign films were released, each taking a different route to appeal to high-end clientele.

The first, a 15-second clip, pictures a model wearing the new azure-toned cosmetics as a moving, ocean-like background flows behind her. Aquatic hues ground the collection, as well as connect it to the maison's namesake designer, as the late Coco Chanel often drew inspiration from bodies of water.

Another 40-second video supplements the collection, as Ms. Li a member of the brand's Cometes Collective, which supports young industry creatives guides the viewer through a look possible with the spring selection, accenting the model's eyes in blue with multiple items from the assemblage, applying the coral-hued blush to her cheeks and adding a touch of natural color to her lips.

Chanel presents the Sublimage campaign

Beauty group L'Oral's Luxe division recently took a similar approach, uplifting the work of its creatives through a series of short films ([see story](#)).

Released just a few days ago, the Sublimage marketing plays into traditional appeals of the segment, mainly high-end ingredients and a possibility of turning back the clock on aging skin.

The line, unveiled last year, is meant for nighttime use, allowing the components at play to dig deep into the user's skin. Stills posted by the company showcase a model posing with the collection on her bed, presumably preparing to apply the creams before retiring for the evening.

"Polyfractioned vanilla planifolia" is the key element of the line, which is said to bring a youthful appearance to the surface. In the campaign, a drop of the ingredient is taken through an artistic representation of the product's creation process, guided by a voiceover speaking on the rejuvenating qualities of Chanel's Sublimage line.



Sublimage comes in three varieties: "La Creme," "La Lotion" and "La Fluide." Image credit: Chanel

"The choice of 'polyfractioned Vanilla Planifolia' as the hero ingredient is once again on point," said Ms. Koetting.

"This campaign focuses on the ingredients because performance is essential in skincare," she said. "Not only is the natural form of Vanilla Planifolia known for its high levels of antioxidants, sedative properties and aromatherapy-inspired aphrodisiac effects, but Chanel has 'polyfractioned' the ingredient to make it 40 [times] more effective than the raw plant matter.

"Chanel analyzed 117 different vanilla varieties for this new launch; interest and search volume for vanilla specifically in skin care has been particularly hot recently, especially during holiday 2023."

Taking a like-minded route, French fashion label Givenchy also positioned its latest men's scent using many of the same

techniques ([see story](#)).

Lifting legacy

The famed Coco Mademoiselle fragrance is also receiving a facelift.

Ugandan-Canadian actress Whitney Peak is the new spokesperson for the storied beauty staple, appearing in imagery and a short film promoting the aromatic product. Her appointment marks a first for the product line, as the performer is the first Black talent to represent Coco Mademoiselle in its more than two decades on the market.

Ms. Peak is the star of Coco Mademoiselle's latest campaign

Having appeared in projects for Disney, Apple and Netflix, the 21-year-old thespian is in the infancy of her career, bringing new life to a fragrance that predates her birth.

"Coco Mademoiselle is targeting younger audiences this demographic yearns to see more faces like them in campaign imagery," said Ms. Koetting.

"It's surprising that it's taken Chanel 23 years to have a Black spokesperson for the brand," she said. "Whitney Peak is vibrant, beautiful and sophisticated."

In the campaign film, the actress accompanies Chanel's in-house perfumer-creator Olivier Polge through a Paris fragrance laboratory, getting a first-hand look at production. Giving the video a throwback appeal is the hand-held camcorder Ms. Peak uses to record her experience within the ultra-exclusive testing ground.



The fragrance is sold in four sizes. Image credit: Chanel

Coupled with behind-the-scenes pictures making up a large portion of those being shared by the maison on its website, as well as its social media channels, a candid nature is added to the advertising.

Sharing looks at models and actors on the set of campaign shoots has taken off in recent months, with many brands across sectors ([see story](#)) taking part. Now, Chanel has entered the fray, furthering a growing trend and appealing to customers seeking a more honest, authentic look at luxury.