

FRAGRANCE AND PERSONAL CARE

Prada Beauty spotlights convergence between makeup, technology

March 27, 2024



The endeavor marks the return of a campaign launched last year. Image credit: Prada

By LUXURY DAILY NEWS SERVICE

Italian brand **Prada's** beauty arm is taking a non-traditional approach with its latest marketing endeavor.

In four short vignettes, French digital creator Ines Alpha and Scottish makeup artist Lynsey Alexander speak on the convergence of tech and luxury cosmetics. The duo's conversations each spotlight a different topic under the umbrella of the maison's "Rethinking Beauty" initiative.

Sharing takes

Released over the past 24 hours on YouTube and Instagram, the videos range in topics from the subjects' perspectives on the high-end makeup space to their picks for Prada Beauty essentials.

Technology now plays a huge role in the brand's products, with thousands of face scans transformed by artificial intelligence into 33 "flexible skin tones." While Ms. Alpha's designs are showcased in pixels, Ms. Alexander brings the artistry to life through pigment, making computers a key testing ground for experimental makeup applications.

Prada Beauty platforms the importance of software to the industry

"Technology's opened so many possibilities, creatively speaking," Ms. Alpha says in one of the vignettes.

"You have just more colors and shapes, more animation, more tools to express yourself even more."

Separately, the two share their takes on modern beauty, with Ms. Alexander speaking on the importance of upholding classicism and Ms. Alpha harping on the innovations possible with the melding of makeup and technology.

On the list of their Prada Beauty must-haves are the Dimensions pastel palette and Fuoco lipstick.

Both of the talents have histories with the maison, as Ms. Alexander serves as the global creative makeup artist for Prada Beauty and worked on their fall/winter 2024 looks; meanwhile, Ms. Alpha was appointed its global creative e-makeup artist and ambassador last year, working on the "Rethinking Beauty" campaign ([see story](#)).

That initiative has been revived in the past several days, overtaking the brand's social channels with imagery and the video conversations.

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