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Armani adds technologically-advanced lip care to beauty portfolio

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By JEN KING

Italian label Giorgio Armani is advancing its beauty offerings through a new line of technologically-advanced lipsticks that may have health benefits for consumers.

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Set to launch in September, Armani's Rouge Ecstasy lipstick collection cares for the wearer's lips through the line's secret melting cream complex and other ingredients. Brands that create products promising certain health benefits may attract interest among consumers unfamiliar with the brand.

"For designers, lipstick is often the entry vehicle into the beauty category," said Pam Danzinger, president of **Unity Marketing**, Stevens, PA.

"It's a low-ticket and high-volume category, and women typically will buy a new lipstick color before trading out her favorite foundation or eye makeup colors," she said.

Ms. Danzinger is not affiliated with Armani, but agreed to comment as an industry expert.

Armani was unable to comment before press deadline.

Perfect pout

The Rouge Ecstasy lipstick collection comes in 36 shades ranging from nudes to purples

that are separated into three categories, “Incognito,” “Fatal” and “Eccentrico.”

Offering a wide variety of shades allows the collection to appeal to a larger consumer base.

The collection claims to be the first “triple c” lipstick available on the beauty market.

Triple c stands for color, comfort and care as the lipstick cares for the wear’s lips as well as offering long lasting color.



Armani's Rouge Ecstasy

The triple c of Armani’s Rouge Ecstasy lipstick is achieved by an ingredient known as a melting cream complex that is beneficial to the skin of the wearer.

For increased moisture the lipstick contains Armani’s regenerative 3R serum complex containing linseed, Pro-Xylane and vitamin C.

Additionally, the lipsticks feature Kaleidoscope Pearls allowing Rouge Ecstasy shades to refract the light allowing it to appear more vibrant.



Shades of Rouge Ecstasy

To promote Rouge Ecstasy, the brand has created a print advertisement found in the September issue of Conde Nast's Vogue.

The bi-fold ad shows all 36 shades and is found next to the letter from the editor.

The ad opens on the right-hand page to reveal a model wearing a shade with the product description and packaging displayed opposite the photo.

The reverse page of the ad displays 35 of the 36 shades of lipstick.



Armani ad in Vogue's September issue

Armani also is using social media to publicize the launch of Rouge Ecstasy through a social video found on its Facebook and Twitter account.



Video still

The social video shows models wearing all shades of Rouge Ecstasy while beatboxing to music created specifically for the product line by Finnish beatboxing-DJ Felix Zenger.

Embedded Video: [//www.youtube.com/embed/Ui-ulCWmpOU](http://www.youtube.com/embed/Ui-ulCWmpOU)

The Ecstatic Beatbox video

Beauty breakdown

Beauty and fragrance collections can be key for brand's wishing to reach aspirational consumers.

For instance, U.S. label Michael Kors continues to advertise its Sporty Sexy Glam fragrance and beauty collection through various social media platforms in order to reach a larger audience and continue the conversation with consumers.

The brand plays off the theme of Sporty Sexy Glam by sharing various content showing the moods expressed by the three fragrances in the collection. By highlighting the differences

in the collection it allows consumers to personalize their experience by finding a product that fits their personality ([see story](#)).

Similarly, Marc Jacobs Intl. increased exposure for its fragrance collections by launching a specialized Web site that raises brand awareness and educates consumers on products.

Marc Jacobs's newly launched Web site will mainly generate more exposure for the brand's latest fragrance, Honey. By creating a focused Web site, brand enthusiasts can easily explore the brand's fragrance collection and view content not found on third-party retailer's Web sites ([see story](#)).

Brands can benefit from building upon a platform established by a single product.

"Armani's Rogue Ecstasy is a good way to test the waters for an expanded line built on the triple c's branding platform: color, comfort and care," said Ms. Danzinger.

"I really like the positioning and think the platform can take him across a wide range of beauty products," she said.

"It gives women a real reason to buy because it promises something different."

Final Take

Jen King, editorial assistant on Luxury Daily, New York

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