

FRAGRANCE AND PERSONAL CARE

Chanel shares narrative of bold new lipstick collection

September 1, 2021



Rouge Allure Fusion and Laque lipstick by Chanel. Image credit: Chanel

By NORA HOWE

French fashion and beauty house Chanel is revealing the story and secrets of the new shades of its Rouge Allure Ink Fusion and Laque lipsticks through six short tales narrated by Italian model Vittoria Ceretti.

Available in matte or satin finishes, the Chanel Makeup Creation Studio created an entirely new group of shades covering a range of colors, from rosewood to chocolate. The "Tales of Rouge Allure" campaign features a series of edgy, fast-cut videos unveiling the stories and inspiration behind the new shades.

"The campaign takes an innovative approach to personifying the product development process, allowing consumers to relate with the product benefits," said Aleni Mackarey, chief operating officer at [Base Beauty Creative Agency](#), New York. "Short-form content is extremely engaging in the digital marketing landscape right now."

Rouge Allure

The first episode, titled "Chapter One: The Printer," creatively details the brand's search for Rose Ambigu. Ms. Ceretti is shown making scanned copies of a Chanel lipstick, rifling through different shades of red paper.

"It's not a scarlet, not a vermillion, not a rusty red, and definitely not this one," she says as she playfully throws paper to the floor.

She ultimately discovers the correct shade of paper: a warm and tender rosewood.

"The concept of the ad campaign is very modern, and the juxtaposition of the black and red as well as the overall lighting and drama is very Chanel," said Sheri Koetting, founder and creative director of [MSLK](#), New York.

The second episode takes a similar creative approach, following along as the Italian model checks items from a shopping list that will create the Rouge Captivant lipstick shade. These "items" include: 100 meters of red carpet, a bright, full red moon and a red cloud with a pink twist.

"Mademoiselle would have added a bit of chance," the model says as she pours a handful of red dice onto the floor.

The third episode, "The Monologue" explores the discovery of the Rouge Particulier shade, an orange-red with an ultra-matte finish.

While Chanel confirms six installments of the campaign on its website, only three videos have been released to the brand's Instagram account.

The Rouge Allure Ink Fusion is the brand's ultra-wear matte liquid lip color, and comes in 18 shades, while the Rouge Allure Laque is the ultra-wear shine liquid lipstick that comes in 27 shades.

Each lip color from the Rouge Allure collection retails for \$40.

Around this time last year, Chanel dropped a new social media campaign for its fall/winter 2020 makeup palette, modeled by Ms. Ceretti, at a time when cosmetics remained primarily reserved for anything seen above face masks.

The collection, which dropped on Instagram and on the brand's site, focused on a subversive take on pink to create a multidimensional palette and reflect a kind of new femininity ([see story](#)).

"Lipstick has always been a wonderful gateway product into luxury," MSLK's Ms. Koetting said. "It's something you use every day and something a woman can feel proud to pull out of her handbag to apply.

"A kiss of luxury goes a long way in connecting with the hearts and minds of consumers."

Beauty as a first step into luxury

Fashion houses like Chanel, Dior and Valentino are probably best known for their runway collections and couture pieces that set them apart from premier fashion, but their beauty and fragrance products represent a way for consumers to realistically engage with luxury from an early stage.

Valentino Beauty hosted its first pop-up shop with U.S. department store chain Nordstrom at its New York flagship. Available in New York exclusively at Nordstrom, Valentino Beauty took over Center Stage to mark the opening of its new cosmetics counter.

The two brands celebrated the grand opening of the pop-up on Aug. 9. The shop, which was available until Aug. 29, featured whimsical, oversized replicas of Valentino's refillable compact finishing powder and refillable lipstick as well as Valentino rosso counters, makeup displays and more ([see story](#)).

According to ratings and reviews provider [Bazaarvoice](#) survey of its [Influenster](#) community, Dior received the most responses, 39 percent, when participants were asked which brands they purchased fragrances from in the past year.

Giorgio Armani followed with 32 percent, Yves Saint Laurent with 31 percent, Tom Ford with 24 percent, Este Lauder with 20 percent, Givenchy with 19 percent and Bulgari with 14 percent ([see story](#)).

"The consumer's journey is ongoing," Base Beauty's Ms. Mackarey said. "In today's marketplace, we see emphasis on weaving nostalgia and familiarity into newness.

"Luxury brands who find ways to interact with the consumer in her early life stages, where perhaps a lipstick is the perfect accessory and price point, will earn her trust and loyalty to shop other product lines at different points in her life."