

FRAGRANCE AND PERSONAL CARE

Christian Louboutin leads with inclusive imagery for latest beauty launch

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Inspired by its parent brand's pioneering Nudes collection, "Teint Fliche La Poudre" is Christian Louboutin Beauty's latest release. Image credit: Christian Louboutin

By AMIRAH KEATON

French footwear and accessories label Christian Louboutin is inviting everyone in with its latest beauty release.

Inspired by the brand's pioneering Nudes collection, "Teint Fliche La Poudre" is Christian Louboutin Beauty's latest release. A video for the brand's versatile "allover powder for all" stars a diverse, unisex cast, hinging on the lasting appeal of one of Christian Louboutin's mainstay values: inclusivity.

Today's consumers' expects to see themselves and their peers in modern marketing," said Aleni Mackarey, PhD, MS and chief operating officer at [Base Beauty Creative Agency](#), New York.

"It's great to see a product promoting versatility and inclusivity leveraging many consumers in their launch video."

Ms. Mackarey is not affiliated with Christian Louboutin, but agreed to comment as an industry expert.

Beauty for all

Christian Louboutin Beauty has gone live with content promoting what the brand calls its "latest enchantment."

In an Instagram Reel, the brand opts for a creative treatment complementary in tonality, involving numerous shades of nude reminiscent of the brand's preceding footwear range.

The clip begins with the product name displayed via text before flashing its packaging; the case, which features a hand-embroidered crest atop, is sold empty, embracing a growing trend towards sustainable packaging and prompting users to engage more responsibly.

The asset continues by revealing the beauty brand's blush-toned world, as models dressed in whites, creams and chocolates stand amongst stairs, eventually varying positions in a segment of slideshow-style shots.

Collective scenes are followed by individual talents of varying skin tones demonstrating use against simple text overlays.

The first model swipes the brush alongside her face to the word "sculpt," and another graces her cheekbones with powder while "set" is displayed towards bottom of frame. "Unify" stands out as the third entity among the instructional term trio.

The video comes to a close with additionally engaging product and group shots, as a powder fills the air in a hand-clapping final frame, nodding to the clip's soundtrack. Its quick-moving, varied visuals balance capturing the viewers' attention with a strong use case, showcasing the product's easy, practical application.

Christian Louboutin Beauty offers an extensive shade range with its latest launch, matching that of its reference while Louboutin's Nudes shoe line arrived with five flesh tones in 2013, the brand's beauty division is stepping up with eight initial options.



The brand's pioneering Nudes collection served as a source of inspiration for its new beauty product. Image credit: Christian Louboutin

All the while, cool creative treatments that seem to seek points among digital natives such as a shot of powder spilling in reverse, lending the effect of being sucked back into place, and a hand-raising product face-first up to camera are interspersed.

These edits allude to Christian Louboutin Beauty's target demographic.

"The product video does a compelling job of leaning into innovative content like exciting audio, short-form video, sharp transitions and mesmerizing close-ups," Ms. Mackarey said.

"Younger consumers who find products through reels and Tik Toks may gravitate to this launch as a result."

Suggested edits

Notably missing from this spot is in-video evidence of the compact's refillable element, which could serve as a welcome element for future campaign content.

Sustainable packaging is quickly becoming a must-have for luxury beauty brands. Valentino Beauty chose to debut its Nordstrom-exclusive Go-Clutch Refillable Compact Finishing Powder as part of a pop-up activation that featured oversized replicas of Valentino's refillable compact finishing powder and lipsticks ([see story](#)). Meanwhile, U.S. fashion brand Carolina Herrera featured Herrera Beauty's new refillable makeup range by remixing classic content in a series of "GRWM" videos ([see story](#)).

This extends to the conglomerate level. Beauty group Este Lauder maintains set a goal that, by 2025, 75-100 percent of its packaging will be recyclable, refillable, reusable, recycled or recoverable ([see story](#)).

Nevertheless, content serves as a solid example that demos are becoming a necessary barrier to purchase. Luxury beauty brands must be sure to fit live interactions with products in aspirational content if they're looking to get in with the millennial and Gen Z crowd.

The brand could look to continue the conversation on social, using a tool that touts the utmost inclusivity: user-generated content.

User-generated content is defined as any content text, photo, video or audio that has been posted to a platform, which could include a brand or retailer's website, social media, et cetera. Leveraging UGC on social media platforms by, for instance, crowdsourcing videos can help brands engage with shoppers.

Bazaarvoice recently found that when UGC is increased, this can lead to better conversions on product pages, up to 100 percent improvement from 2 to 4 percent ([see story](#)).