



Makeup line for men | Photo source Raphael Lovaski on Unsplash

Innovation > Retail > Fashion company launches makeup line for men

FASHION COMPANY LAUNCHES MAKEUP LINE FOR MEN



A new makeup line tailored to men is being released by a cosmetics industry leader.

Here at Springwise, we have previously published innovations in the cosmetics industry that champion ethical practices and sustainability. For example, a UK cosmetics company uses **fruit waste** to create natural and vegan-friendly lip balms. In the US, a beauty brand also lets customers blend their own selection of **organic ingredients** to create personalised products.

Industry giant **Chanel** has announced it is launching an entire line of makeup products for men called Boy de Chanel. The collection is thought to be named after Boy Capel, Gabrielle ‘Coco’ Chanel’s first love and muse. Set to release in September 2018, Chanel is leading an industry revolution and rewriting the rules of beauty by targeting makeup at both men and women.

The collection consists of three products: brow pencils in four shades, matte lip balm and a sheer, tinted foundation. Chanel has made the products with men in mind as men have different skin to women – in general male skin is oilier, thicker and ages differently. Boy de Chanel will initially launch in South Korea, with Korean actor and model, Lee Dong Wook, as the face of the line. The products will be available online from November 2018 and debut in Chanel boutiques around the world starting January 2019.

Kristine Kim, PR and Communications Manager for Chanel (Korea) said: “For Chanel, beauty is not a matter of gender; it is a matter of style. This new range allows men in their beauty routines to have the tools necessary to feel better about themselves.”

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Website: www.chanel.com

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Takeaway:

Marketing for makeup has traditionally targeted women and so the launch of a premium line for men by an industry leader is a niche marketing trend within cosmetics. What other new marketing approaches can widen the audience for beauty and grooming products?