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BEAUTY ADVERTISING 2011
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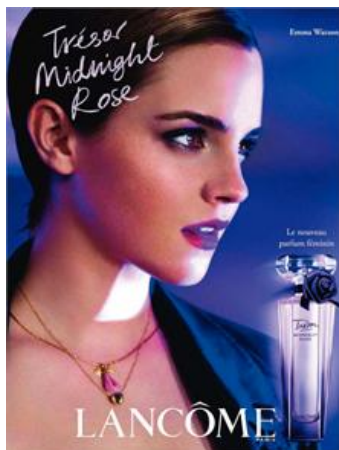
Beauty Advertising 2011

Stylus highlights the winners in print and digital advertising, the most important faces in beauty campaigns, and new approaches in marketing to the emerging BRIC markets (Brazil, Russia, India and China) for 2011.

Faces

• This year has heralded the **return of the model in beauty advertising**. Although there were new celebrity signings – including British actress **Emma Watson** for Lancome, US pop star **Katy Perry** for GhD and American actress **Eva Mendes** for Thierry Mugler Angel – the big-profit fragrance campaigns looked instead to a **new generation of supermodels**.

• Signings included Polish model **Anja Rubik** for DKNY, Chloe, Fendi and Elie Saab; English model **Rosie Huntington-Whitely** for Burberry; Danish model **Freja Beha Erichsen** for Valentino; and American model **Karlie Kloss** for Marc Jacobs and Dior's make-up ads.



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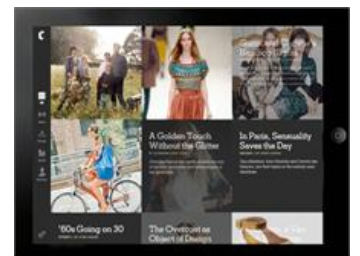
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• Heading up the new cadre of 'supers' is Lara Stone. Named Model of the Year in 2010, this year saw the Dutch model front Tom Ford's make-up campaigns as well as Tom Ford Violet Blonde, CK Shock and DKNY Golden Delicious fragrances.

• "Brands are looking for the next Kate Moss: a model who is also, effectively, a global star," says Mark Tungate, author of Branded Beauty: How Marketing Changed the Way We Look.



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BRIC Markets

• "Brands have begun using local celebrities, models and skin types in their advertising for the BRIC markets," says Tungate.

• Several companies introduced **polyethnic advertising** this year, with beauty brands Estee Lauder, Nars and YSL all using models of various nationalities.



• The **Body Shop** named Bollywood actress **Dia Mirza** as Indian brand ambassador, while **Guerlain** signed Hong Kong-based actress, **Michelle Yeoh** as a brand representative. Tuning into the popular Asian reality television market, Sephora launched a reality show called **Sephora Beauty Academy** this summer, with competitors from China contending to become an ambassador for the brand.



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Online and Social Media

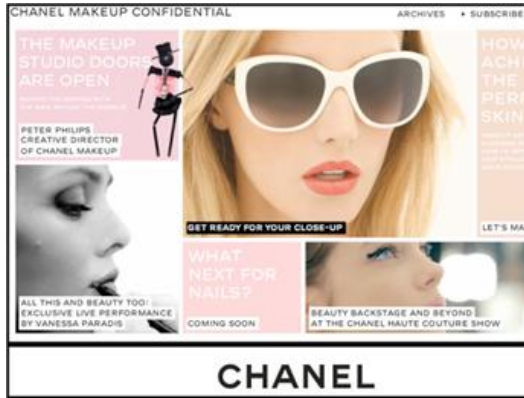
- “Clearly, social media is on the map now for every brand, and many beauty companies have hired social media co-ordinators,” says Tungate. “The challenge for creating brand loyalty in beauty is to **avoid information overload**.”

- In terms of social networking, key winners included American pop star **Rihanna's Reb'l Fleur** scent, which gained more than 4,000 Twitter followers before launching, and **Burberry's Body** fragrance, which achieved **more Facebook fans** (currently **910,000** active users on its facebook app) **than any other luxury brand**.



- In the android and iTunes market, **beauty apps** were launched by **Sephora**, **P&G** and **Clinique**.

- Big brand online initiatives included **Chanel's launch of Make-up Confidential** – an online magazine showcasing tutorial videos (by make-up artists, **Lisa Eldridge** and **Kay Montano**); **Nars'** open-source effort, which encouraged customers to recreate Nars looks and upload their photos via Facebook; and MAC's online contest to recruit six new faces to model its Autumn/Winter 2011 '**MAC Me Over**' make-up collection.



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- Other tactics included the use of a **flash mob** to launch fashion designer **Diane von Furstenburg's** Diane fragrance in **Sephora**, Paris, and attempts to tap the YouTube beauty tutorial craze – for example, **Clairol Nice'n Easy's** signing of beauty blogger **Lauren Luke** to help reach out to 'women like me'.

Pop-Ups and Fashion Week Association

- In 2011, a frenzy of pop-up stores opened. They included **Bleach London** and **Hershesons** in Topshop in London; **Cult Beauty**, Vaseline and Jo Loves in Selfridges in London; and the Karl Lagerfeld-designed **Lightbox** pop-up salon which brought Schwarzkopf to Dusseldorf, Milan and Paris. Olay Professional created pop-up clinics throughout the UK, and in New York, British brand I love... Cosmetics used a food cart to introduce its fruit-based range to **Duane Reade** shoppers.

- Several brands also capitalised on fashion week associations. **Maybelline** enjoyed its fifth season as sponsor of New York Fashion Week, while **Wella** and **Max Factor** sponsored the Stockholm and Copenhagen Fashion Weeks. **MAC Cosmetics** – already the official sponsor of London Fashion Week – extended its catwalk presence by partnering with En Avant Premiere for Paris Fashion Week.



Most Successful Ads 2011

- In terms of notoriety, **Tom Ford** make-up was a key campaign of 2011. He included himself in the print ads, alongside model Lara Stone. Ford explained: "We have learnt from experience that we sell more fragrance if I'm in the campaign." The images capture the '**more is more**' spirit felt throughout the cosmetics industry – a very timely launch.

- "I would say **Natalie Portman for Miss Dior** has been a hit," says Tungate. The campaign happened to coincide with the American actress' Oscar win for her performance in **Black Swan**, thus bolstering the campaign with interviews and shoots across international magazines.



November 2011

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• Another campaign that gained a lot of internet buzz before its launch was **Prada Candy**. The commercial, featuring French actress **Léa Seydoux** dancing aggressively, captured the world's imagination – whether with amusement or incredulity. “It was a viral hit on the internet,” confirms Tungate.



Stylus Summary

While there was a number of celebrity signings this year – most notably Natalie Portman – 2011 signalled a return of the supermodel to beauty advertising.

Brands are attempting to engage the emerging BRIC markets with localised advertising campaigns, appointing native ambassadors and offering market-appropriate products.

Social marketing and advertising is becoming increasingly savvy and differentiated, while pop-up shops continue to prove popular.

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