

Gucci Rouge à Lèvres Lunaison adds sparkle to the holiday season



Designed especially for the holidays, the limited-edition Rouge à Lèvres Lunaison shades are collectable objects of desire

Conveying a new message to the industry and those who wear makeup by Alessandro Michele, the launch of Gucci Makeup has spurred a union of voices behind authentic, imperfect beauty. Those who celebrate their flaws, the way they want to express themselves and their diversification from the long-held perfect standards of the beauty industry. The Creative Director began Gucci Beauty with lipstick collections: Rouge à Lèvres Satin, Rouge à Lèvres Voile and Baume à Lèvres.

Alessandro Michele adds to these lines with a new individual formula that fuses a self-expressive spirit with the sparkling and joyful energy of festivities. Rouge à Lèvres Lunaison is a limited-edition duo of lipsticks presented for the holidays.

Delivering vivid and vibrant color with one swipe, the glittery formula is coated with iridescent and sparkling pearls to create a velvety-looking shimmering bullet, while the formula is infused with a combination of three different types of glitter to create a three-dimensional sparkly, lustrous layer of intense color on the lips. Rich and creamy, the texture melts softly on the lips with an ultra-fine layer of glimmer and iridescence, while the sparkling shades appear bold and unexpected as you swipe.

The two shades of Rouge à Lèvres Lunaison are symbolic of the Gucci Beauty line and the Creative Director's passion for true, brilliant color. 25 * Goldie Red is the classic red hue chosen by Alessandro Michele, while 710 Fay Turquoise is an unexpected shade of blue intensified with a glitter formula. The Art Deco inspired patterned and etched gold tubes of the Rouge à Lèvres Satin lipstick collection showcase a colored coating, a fuchsia cap for 25 * Goldie Red and a green cap for 710 Fay Turquoise.

Conjuring up the imaginative worlds, which influence Alessandro Michele's creative vision, Rouge à Lèvres Lunaison is photographed by Colin Dodgson for its Holiday #GucciBeauty campaign, on a frost covered antique table, in between lit candles and curious objects and trinkets. Icicles frame the still life images, which also show lipsticks from the other collections, Rouge à Lèvres Satin, Rouge à Lèvres Voile and Baume à Lèvres. The same icicles drip in a video narrating the enigmatic scene, which pulls in focus diverse lipsticks and fragrances from the Gucci Beauty lines.