

FRAGRANCE AND PERSONAL CARE

# Classic colors, brand codes guide beauty debut from Celine

August 1, 2024



*Shade 01 Rouge Triomphe, Celine's first lipstick, evokes traditional Parisian beauty looks. Image credit: Celine*

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By EMILY IRIS DEGN

French fashion house Celine is digging deeper into an increasingly profitable category.

Five years after its 2019 fragrance launch, the maison is teasing its very first cosmetics line in a new campaign. One of the collection's Le Rouge Celine lipsticks, which is pictured in the latest release, will drop in mid-October 2024, with the rest of the Les Grands Classiques Beaut offerings to land in January 2025.

## Up next

Imagined by creative director Hedi Slimane, the upcoming beauty drop is advertised in a video starring American model and actress Ever Anderson.

*Celine presents Les Grands Classiques Beaut*

Photographed by Mr. Slimane himself, the 16-year-old sports Shade 01 Rouge Triomphe on her lips in a look by New York-based makeup artist Aaron de Mey. The classic red hue reads traditionally Parisian, aligning with Celine's branding and marketing choices as of late.

The label hinted at the lipstick selections with its Autumn/Winter 2024 presentation in March earlier this year.

Models were seen wearing La Peau Nue, a rose variation in the Le Rouge Celine collection, as they donned the La Collection De L'Arc De Triomphe designs. True to the name of the fashion array, the talents walked through the famous sites in the French capital such as the Muse Bourdelle and the Salle Pleyel concert hall.

*Celine teased lipstick in the show for La Collection De L'Arc De Triomphe*

At the beginning of 2025, La Peau Nue will roll out alongside the rest of the 15 shades. However, those wanting a taste of the house's first cosmetics collection beforehand can bring home the color seen on Ms. Anderson via [celine.com](https://celine.com) in October.

Made of rice wax, squalane, sunflower wax, oils and beeswax, the satin-finish color is composed of 89 percent natural origin ingredients. The formula, which keeps performance and comfort in mind, is the work of Mr. Slimane.

This and each of the other lipsticks are housed in a gold case that takes after both Art Deco minimalism and classical art from

18th-century France this comes in a midnight velvet pouch and a white box. With "Le Rouge Celine Paris" engraved on its surface, the cosmetics offerings are also adorned with Celine's signature Triomphe monogram.

The motif comes from a personal experience from Celine Vipiana, the founder of the brand, granting the new array a note of heritage.

CELINE BEAUT

HEDI SLIMANE'S LES GRANDS CLASSIQUES BEAUT FOR CELINE

LIP BRUSH

TRAVEL LIP BRUSH

EXPANDING FROM CELINE'S HAUTE PARFUMERIE COLLECTION, CELINE BEAUT, CREATED BY HEDI SLIMANE, IS THE FIRST COSMETICS LINE IN THE HOUSE'S HISTORY.

AVAILABLE ON [pic.twitter.com/k2hngObaTC](https://pic.twitter.com/k2hngObaTC)

CELINE (@celineofficial) July 31, 2024

In 1971, her car broke down on the Place De L'étoile, and while stuck, she observed a chain link that surrounded the Arc de Triomphe. She soon created a decorative pattern inspired by it, making it the symbol of her maison.

Mr. Slimane redesigned the historic sign with a modernist spin, renaming it simply "Triomphe." It will decorate the beauty line just as it has done so for every other collection.

Outside of lipsticks, lip pencils, cases, lip balms, nail polishes, mascaras and blushes are slated to be introduced in upcoming seasons. Celine's famous savoir-faire touch seen with its leather goods and fashion will be apparent throughout Les Grands Classiques Beaut.

### Scents and shades

This new release joins fragrances, which first debuted in 2019 ([see story](#)).

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LE ROUGE CELINE

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Last year, Mr. Slimane created a dedicated category for the haute perfumes ([see story](#)). Now, Celine Beaut will expand into cosmetics.

Makeup continues to be a giant in luxury as far as earnings go. Across age groups and other demographics, consumers are quick to purchase these products despite sociopolitical circumstances and disruptions, granting the business resilience ([see story](#)).

Lip items are frequently the strongest performer in the U.S., but fragrances, in which Celine is also invested, endure as a beloved favorite of Gen Z specifically ([see story](#)).

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