

THE LAUNCH

ROSY OUTLOOK

Last year, the beauty world was abuzz with news that Hermès was launching its first-ever lipstick line. Now get ready for the next chapter: the Birkin of blush...

Words by FIONA EMBLETON

Beauty lines don't just happen – even if you're Hermès. They perhaps don't take 183 years, but for a heritage house as storied as this one, the move into cosmetics was never going to be slapdash. Put simply, Hermès had to have an ace up its sleeve. So when, in 2020, the Parisian house took something as run-of-the-mill as lipstick and transformed it into an objet d'art, there was an audible gasp from around the world. This was the stroke of ingenuity we'd been waiting for – covetable, endlessly re-fillable make-up with a luxury heartbeat.

Not only did the 24 Rouge Hermès lipsticks, housed in tricolour tubes, mark the arrival of the brand's most attainable purchase to date, but a new pared-back, super-cool-girl aesthetic was born.

No detail was overlooked, a collective approach with four creatives and an industry stalwart shaped this 16th métier for the brand: Jérôme Tournon, the creative director of Hermès Beauty, to develop the make-up; Pierre Hardy, creative director of Hermès jewellery and shoes, to design the graphic packaging; Bali Barret, formerly in charge of women's universe, to consult on colour; Christine Nagel, the brand's fragrance director, to create the scent of the products and then, of course, Agnès de Villers, head of Hermès Parfums.

"It was a big step to move into beauty," explains Pierre. "Hermès is not exactly a fashion house; it's not a couture house, it defines a different type of femininity that is not the cliché of French hyper-femininity. For me, it was about simplicity not excess of decoration. It was about combining what was essential with fantasy and pleasure."

Now Hermès is poised for its next pivot: blush. This month sees the launch of Rose Hermès, a 14-strong collection, featuring eight shades of Silky Blush, three Rosy Lip Enhancers and the world's most covetable blusher brushes – all chic enough to roll around in a Birkin (or the Rose Hermès Pommotte blush case for true brand obsessives). ►



Hit man: Pierre Hardy, creative director of Hermès jewellery and shoes, designed the now-iconic packaging