



BEAUTY

Are these Chanel under-eye patches the new status symbol?

Move over designer bags.

BY FIONA EMBLETON

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@brunabear/Instagram

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“My bags are chanel,” declares model and creative Vera van Erp, referring to her eye bags rather than the iconic quilted crossbody. Chanel’s under-eye patches are back by popular demand and, just like that, fashion girl-coded eye masks have become 2026’s ultimate brag.

Over the past year, the two square centimetres of skin under our eyes has become prime real estate, with some beauty critics such as Jessica DeFino, describing our faces as becoming like “free ad space”. That’s no accident. Under-eye patches are being marketed as “on-the-go skincare”, appealing to both selfie culture and our time-poor lifestyles.

It’s no exaggeration to say that our social feeds are awash with It girls wearing under-eye patches featuring a brand’s name or logo on the commute, on coffee runs, and especially to pilates classes. Nods of approval come not from slapping a pair of nondescript translucent slugs on your face in the privacy of your bathroom, but instead wearing branded merch out in the wild.



GQ

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everyday**