

Chanel continues Facebook promotion of online magazine

By Tricia Carr

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Chanel Makeup Confidential online magazine

French fashion label Chanel is continuing the promotion of its online magazine Chanel Makeup Confidential through its Chanel Love Letters Facebook campaign.

Chanel Love Letters began Feb. 14 as a Facebook-based campaign where users can update their daily status with messages from the brand. Chanel is still using its Valentine's Day-themed campaign to promote the effort.

"Although we're now a month beyond Valentine's Day, no doubt Chanel has the metrics illustrating that it's still resonating with their visitors," said Chris Ramey, president of Affluent Insights, Miami.

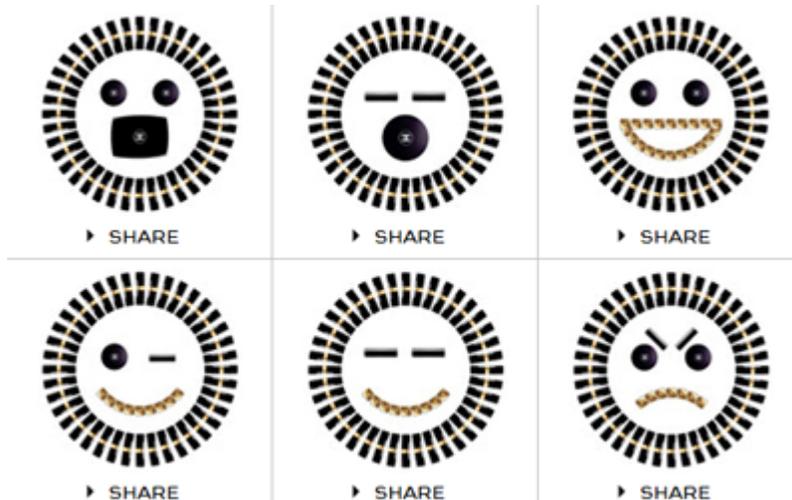
"Perhaps the romantic in all of us wants each day to be Valentine's Day," he said. "There is no reason to end the promotion if clients continue to embrace it."



Mr. Ramey is not affiliated with [Chanel](#), but agreed to comment as an industry expert.

Write a love letter

Chanel's [Facebook page](#) opens with the Chanel Love Letters section, asking users to post icons made from Chanel makeup products.



Chanel icons created with beauty products

The page also offers the option to share an anonymous love letter, which links directly to Chanel Makeup Confidential .

The font of the love letter comes from Chanel's new alphabet made all from the brand's makeup products.

"Love is the most powerful emotion and any brand connection with love can be equally satisfying," Mr. Ramey said.

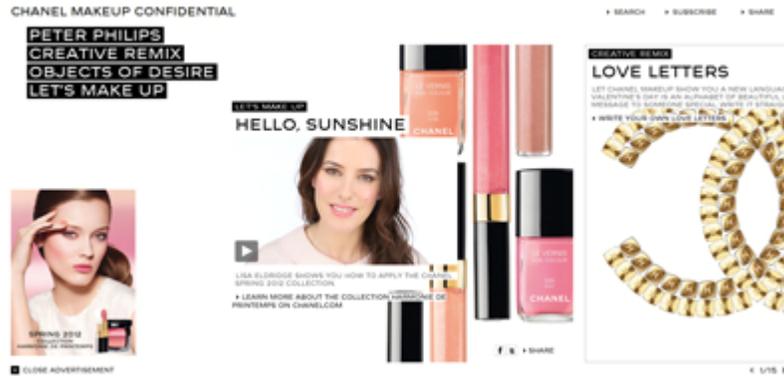
"Using the Chanel emoticons is a fun and whimsical way to define who you are," he said.

Not in confidence

Chanel Makeup Confidential shares makeup times straight from Chanel and explores the mind of Peter Philips, creative director of Chanel Makeup.

The magazine combines advice from experts and beauty news with its products to showcase Chanel cosmetics in a new way.

Chanel Makeup Confidential scrolls horizontally and has four main sections: Let's Make Up, Creative Remix, Objects of Desire and Peter Philips.



Chanel Makeup Confidential

Although the magazine seems to aim at luxury consumers through its sophisticated design and content, it could also be used as an acquisition tool for aspirational consumers.

By providing an online space for consumers who are not yet able to buy Chanel couture but who may be able to buy cosmetics, the label is reaching customers and building a relationship with them from a young age.

Other brands have been focusing on online magazines.

For example, French fashion label Christian Dior announced the launch of DiorMag, an online magazine that positions the brand as an innovative storyteller, entertainer and purveyor of the height of luxury products ([see story](#)).

"This is a multi-platform program to ensure it earns the broadest reach," Mr. Ramey said.

"This site is effective emotionally and it allows clients to demonstrate their loyalty publically," he said.

"Engagement and announcement are the first steps to creating a long-term brand apostle."

Final Take

Tricia Carr, editorial assistant, Luxury Daily, New York