

# Coty introduces Gucci Beauty foundation and primer into travel retail



**Gucci Creative Director Alessandro Michele said the new foundation and primer “enhance individuality, instead concealing it”**

Coty has extended Gucci Beauty’s makeup collection with a beautifying foundation and serum. The Gucci Fluide De Beauté Fini Naturel foundation and Sérum De Beauté Fluide Soyeux primer were launched in Americas, Europe and Asia Pacific travel retail on 1 January.

*“Makeup can be used to construct the identity we wish to project, yet this does not mean it has to change what is already there; it should be about enhancing individuality, not concealing it”  
— Gucci Creative Director Alessandro Michele*



**The Sérum De Beauté Fluide Soyeux is a primer/serum hybrid that preps, hydrates and blurs the skin**

The Sérum De Beauté Fluide Soyeux is a refreshing and hydrating primer that easily glides on the skin.

The long-wear serum/primer hybrid ensures optimal coverage through a lightweight formula that blurs fine lines and pores.

The priming serum visibly evens skin tones and plumps the skin while also creating a soft glow effect. Its non-sticky formula is suitable for all skin types and creates a natural luminous finish. It comes in a heavy-set frosted pink glass tube and matching pale pink cap, decorated with the brand's signature gold-foil lettering.

The Fluide De Beauté Fini Naturel Foundation is a long-wearing liquid foundation that delivers natural, buildable coverage. The foundation's lightweight and non-greasy formula blurs away imperfections, visibly reduces pores and is suitable for all skin types.



**The Fluide De Beauté Fini Naturel Foundation comes in 40 shades to suit a wide range of skin tones**

It is available in 40 different shades, ensuring a colour match to a wide range of skin tones and types. It comes in a heavy-set frozen glass tube with a pale pink cap, decorated with gold Gucci lettering.

The media campaign stars Gucci Brand Ambassador Lily Juliette Gavin and emphasises the brand's free-spirited and distinctly individual beauty philosophy. It was shot by acclaimed Fashion Photographer Mark Peckmezian and highlights the natural finish of the Fluide De Beauté Fini Naturel foundation and Sérum De Beauté Fluide Soyeux primer.

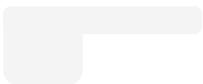


**The launch is supported by a striking visual campaign and 2-in-1 makeup tutorial by Gucci Global Makeup Artist Thomas de Kluyver**

The launch is also supported by a playful makeup tutorial starring Gavin and Gucci Global Makeup Artist Thomas de Kluyver. It was directed by Namibian-German filmmaker Max Siedentopf, under the direction of Gucci Creative Director Alessandro Michele.

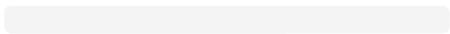
In the film, Kluyver applies the foundation and serum and highlights their blurring and smoothing effects. After the tutorial, the tongue-in-cheek film moves onto the brand's signature 80's style aesthetic and shows viewers how to use a deck of cards to build different types of foundation coverage.

Commenting on the launch, Michele said: "Makeup can be used to construct the identity we wish to project, yet this does not mean it has to change what is already there; it should be about enhancing individuality, not concealing it. This idea is cultivated carefully through the tools we choose to use, as much as by the ones we choose not to."





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it shared by Thomas de Kluyver (@thomasdekl