

MARKETING

Top luxury campaigns of 2023: Coty #UndefineBeauty

December 26, 2023



Launched by way of an open letter published today, Jan. 30, Coty is requesting the review and removal of outdated, ageist and sexist definitions of "beauty" in a new campaign. Image courtesy of Coty

By AMIRAH KEATON

At the root of an ongoing slowdown, the luxury industry faced a unique combination of macroeconomic threats this year.

Heritage brands continue to contend with tight-pocketed aspirational consumers in America and slower-than-anticipated lockdown recoveries in China, tapping ambassadors across Asia-Pacific in an attempt to spur sales. Meanwhile, affluent populations in regions such as India and the Middle East flexed their buying power, as executives at powerhouse conglomerates looked toward these new audiences to diversify channels of income.

Beauty mergers and acquisitions took off, and top-end operators in sectors such as automotive, real estate and travel accelerated global launches. Clearly, uncertain conditions did not halt activity, much less innovation. Many luxury players rose to the occasion despite challenges, venturing outside of the box by advancing unforeseen exclusives, thoughtful collaborations and engaging activations that carried growth.

In the lead-up to the new year, Luxury Daily is highlighting the marketing moments responsible for capturing the attention of consumers worldwide since January. Coverage will reveal the campaigns, events and strategic initiatives that have defined the last 12 months, sharing predictions as to how these themes could impact efforts in 2024.

Coty commits to the cause

On the morning of Jan. 30, an open letter titled "Undefine Beauty: An open letter to major English dictionary houses from Coty" arrived on Ms. Nabi's personal LinkedIn page, signed with support from Coty's executive committee and senior leadership teams.

An accompanying petition went live on the worldwide nonprofit platform Change.org.

"An open letter to major English dictionary houses from Coty," read Ms. Nabi's LinkedIn caption.

"Together, in a spirit of collaboration & co-creation, let's move beauty forward."

Both the letter and the larger campaign centered on a direct call to action, urging publishers to change dictionary definitions of beauty using updated descriptions with more modern and inclusive language.

No one can control or dictate what is, or is not, beautiful not even the dictionary. Discover the [#UndefineBeauty](#) campaign and show your support by signing the petition <https://t.co/9NIFTjbXcf>

Coty Inc. (@COTYInc) [January 30, 2023](#)

Coty emphasized how modern use cases for the term are oftentimes ageist and outdated, citing one specific excerpt present across the pages of many major dictionaries: "She was a great beauty in her youth."

Lest the public forget the faces of those susceptible to impact, input from those affected by harmful definitions of beauty is captured on camera. The results of a social experiment executed on behalf of the brand take shape in a film.

The four-minute selection features 100 faces from across the globe who answer a series of questions, the first being "How do you define beauty?" Individuals across the age, race, nationality and gender expression spectrum provide their perspectives.

Either way, between the penned piece, public petition, campaign video and call-to-action, #UndefineBeauty gets at the essence of beauty's strongest, most enduring message, proving there is, indeed, power in numbers.

Coty's #UndefineBeauty campaign video

"At Coty, we believe that no one can control or dictate what is, or is not, beautiful," Ms. Nabi said.

"That is why the campaign to #UndefineBeauty aims to undefine' rather than simply redefine' beauty, so that no one feels excluded by the definition or examples that accompany it," she said. "By changing the definition, if more people feel included feel beautiful there will be a ripple effect which touches us all."

Luxury Daily predicts *that the integration of social causes into highly visible marketing efforts will become a mandate, rather than a bonus. By challenging conventional beauty standards, the campaign demonstrates a commitment to inclusivity. In 2024, luxury brands are likely to continue leveraging their influence to support meaningful causes, appealing to socially conscious consumers and contributing to a positive brand image. Read more on the #UndefineBeauty campaign [here](#).*

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