

FRAGRANCE AND PERSONAL CARE

Guerlain, Pucci unlock waitlist for makeup capsule

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Pucci's Marmo design adorns each item from a new makeup collection launching Aug. 26, 2024. Image courtesy of Pucci

By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

Italian fashion label **Emilio Pucci** and French beauty brand **Guerlain** are coming together for a limited-edition fall release.

Pucci artistic director Camille Miceli and Guerlain creative makeup director Violette Serrat are merging cosmetics and house codes, launching the Guerlain x Pucci Fall Makeup Collection. Due out on Aug. 26, the capsule includes new takes on Guerlain's Rouge G lipsticks, Mtorites powders, Ombres G eyeshadows and Terracotta bronzers, among other items; a **waitlist** to purchase the items is now available online.

Harmonic hues

Invented by maison founder Emilio Pucci, each item in the upcoming selection is adorned with Pucci's emblematic Marmo print, which was introduced in the late 1960s.

The psychedelic design, characterized by swirling, colorful imagery, is receiving a new lease on life nearly 60 years later with Ms. Miceli's modern touch.

The pattern fits Ms. Serrat's avant-garde aesthetic, leading the brands' creative leaders to stylize Guerlain's Rouge G, Ombres G, Mtorites and Terracotta collections. Items from the collection are spotlighted in a new campaign, which sees Ms. Serrat and Ms. Miceli apply the makeup to a model during a try-on session.



Ms. Serrat showcased the capsule with fresh applications. Image courtesy of Pucci

Users can create a “sun-kissed glow” with the Terracotta Marmo Sun compact, which houses rich, earthy tones of amber and gold, alongside lighter bursts of pink. The Parure Gold Cushion foundation also receives a Puccithemed update with Marmo Glow, which comes in Guerlain’s best-selling “oN” coloration.

Two new shades of Rouge G debut with the Guerlain x Pucci Fall Makeup Collection, including intense plum and matte red hues, with satin and velvet finishes, respectively. Dubbed “Marmo Kiss,” the items are designed to be used together or separately, creating vastly different looks.

The Ombres G Marmo Vibe palette provides four vibrant matte eyeshadow options of orange, violet, black and white, creating a contrast. Its case is engraved with both maison’s signatures.

Rounding out the capsule is the Mtorites Swirl, a group of pastel powder pearls, housed within a circular jewel case embellished with the Marmo motif. The design has also been applied to the Mtorites Swirl brush, with a graphic sporting the print appearing on the golden handle, as well as on an accompanying fabric pouch, which aims to emulate the look of Pucci’s bucket handbags.

Prices range between \$90 for the “**Mtorites Marmo Swirl Light-Revealing Pearl of Powder**” and \$111 for the “**Rouge G 45 Marmo Twist Satin**.”

Brand collaborations have been popular this summer, with Italian automaker Lamborghini and British men’s swim brand Orlebar Brown recently teaming up to debut a beach-themed clothing line ([see story](#)).