

FRAGRANCE AND PERSONAL CARE

# Tom Ford Beauty applies lipstick with Angelina Jolie

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Runway Lip Color is receiving a blockbuster platform. Image credit: Tom Ford Beauty/Mert Alas and Marcus Piggott

By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

U.S. luxury brand **Tom Ford**'s beauty arm is uplifting the update of an established product group with Hollywood help.

American actress and filmmaker Angelina Jolie is the star of a new campaign that focuses on the maison's established Runway Lip Color line. A full drop, including marketing shots and a short film, will be released on Sept. 3, 2024, alongside new shades of the label's signature lipstick.

## Starlet in scarlet

London-based photography duo Mert Alas and Marcus Piggott are behind the lens for the comeback campaign, which includes a rare, high-end promotional appearance from Ms. Jolie.

For years, the actress-turned-activist has supported French beauty brand Guerlain's bee conservation efforts ([see story](#)); now she refocuses her efforts on Tom Ford's makeup division. In the new campaign, Ms. Jolie can be seen sporting Runway Lip Color "16 Scarlet Rouge," her signature shade.

Always iconic. Introducing Angelina Jolie for the new TOM FORD Runway Lip Color.

Jolie wears new Runway Lip Color in 16 Scarlet Rouge. [#TOMFORDBEAUTY](#) [#TOMFORD](#)  
[pic.twitter.com/K2Pbp66by4](https://pic.twitter.com/K2Pbp66by4)

TOM FORD (@TOMFORD) [August 23, 2024](#)

The upcoming film is described as a throwback to classical Hollywood femininity, showcasing the thespian preparing for a role; she gains on-camera confidence when she applies her lipstick.

A new collection of Runway Lip Color will debut next month with 18 total shades, including 10 returning colors and eight brand-new hues.

Currently, the fashion side of the Tom Ford business is in the midst of a search for a new leader, as creative director Peter

Hawkings stepped down last month ([see story](#)).

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