

Gucci's L'Obscur Mascara promises 'freedom' for the eccentric & imperfect

Following on from the well-publicised launch of Gucci Makeup's lipstick line, parent company, Coty, has announced that it has now launched new mascara, L'Obscur, into global travel retail with an RRP of \$40.

Under the leadership of Gucci Creative Director, Alessandro Michele, the brand remains committed to 'ripping up the rule book on how it currently understands makeup', rewriting the narrative on what it means to be beautiful.

"I designed mascara L'Obscur for an authentic person who uses makeup to tell their story of freedom, in their way," said Michele. "When we asked the talents to do the campaign, we looked for somewhat eccentric personalities who really wear their makeup in this way. We called it L'Obscur because this word balances charm and mystery."

Gucci Beauty says it continues to challenge conventions to 'create a brave new world where authentic beauty is freedom'.

THE BOLD, THE BRIGHT AND THE BEAUTIFUL

"Imperfection. Eccentricity. This is the enchanting story Alessandro Michele seeks to tell," said Coty. "Now, the creative director's vision for eyes is realised with the launch of L'Obscur, a new buildable mascara for the bold, the bright and the beautiful.

Created with the ultimate formulation for customised performances, L'Obscur is for those who dare to express and embrace their differences, from classic to bold, understated to punk."

The new L'Obscur Mascara features a flexible elastomer brush with a thin tip, says Gucci.

Inspired by Alessandro Michele's ideals of beauty, Thomas de Kluyver, Gucci Global Makeup Artist, applies the mascara by handling brushes in different positions vertically or horizontally depending on the desired finish.

For this reason, the Mascara L'Obscur reportedly has a uniquely shaped brush and formula to grip lashes and 'create distinct results'.

AGE, IDENTITY AND LOOKING PERFECT ARE OBSOLETE

Gucci says its new mascara boasts an 'ultra-rich creamy texture, which comes in one intense black shade at launch; a 'highly comfortable film', which quickly transfers the 'perfect amount onto lashes, and is near impossible to smudge, flake, feather or migrate once dry'; a flexible elastomer brush; thin brush tip, designed to catch the smallest lashes at the top and bottom corners of the eyes and finally a long-wearing finish of up to twelve hours.

The Mascara L'Obscur advertising campaign continues the story from the first lips chapter with a return to the #GucciBeautyNetwork; "a place where age, identity and looking perfect are obsolete," said Coty.

Gucci Makeup model, Mae Lapres.

Directed by Sean Vegezzi and photographed by Martin Parr with art direction by Christopher Simmonds,

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the narrative merges references from vintage Hollywood to surrealism and an 80s aesthetic of irony, humour, and playfulness.

“With two different looks modelled by Mae Lapres and Dani Miller, the versatile nature of L’Obscur is revealed with freedom and frivolity, showcasing the diversity of the mascara and its wearer,” concludes the brand.

Gucci Makeup model and lead singer of punk band, Surfbort, Dani Miller wears L'Obscur Mascara.

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