

Gucci introduces Éternité de Beauté foundation



The Éternité de Beauté campaign is photographed by Thurstan Redding

[Gucci Beauty](#) has launched Éternité de Beauté, a 24-hour, no-transfer foundation that lasts the entire day.

"Inspired by the House's eclectic narrative and creative vision, the foundation delivers full coverage in

one drop with a luminous and comfortable matte finish that feels lightweight on skin," states a press release.

The Formula

According to the release, Éternité de Beauté reimagines matte foundation through four key features:

- *24-hour wear and transfer-proof finish*

Powered by a combination of high-skin affinity powders and coated pigments with a proprietary polymer technology, this transfer-proof foundation with 24-hour lasting power helps to achieve even coverage that stays fresh all day.

- *Full coverage with one drop*

A single pump of this pigment-concentrated foundation easily allows for allover coverage thanks to its flexible formula that spreads and blends perfectly with skin.

- *Breathable texture*

Its thin texture feels breathable while providing a second skin effect. Infused with Hyaluronic Acid and Black Rose Oil, its liquid formula helps to boost and maintain hydration, while deeply soothing and comforting skin.

- *Luminous, matte finish with oil control*

Blending the best of natural luminosity with a mattifying effect, this foundation is formulated with Bamboo Powder to help control shine all day long. It instantly minimizes the appearance of pores and evens complexion while protecting skin from the sun with SPF 15.

The Design and Range

Éternité de Beauté debuts in 40 shades covering a range of four undertones: cool (C), neutral (N), warm (W), and olive (O). Designed to reflect the same matte finish of the foundation within, its sleek, opaque glass bottle is topped with an ivory cap and embossed with a gold-toned Gucci logo.

The Campaign

'All Day, All Play': the new Éternité de Beauté campaign is a high-energy tribute to iconic girl bands. Shot by Thurstan Redding, the campaign follows a dynamic group of artists throughout a day in their music recording studio.