

Gucci releases limited-edition to celebrate the Chinese New Year



Specifically designed for the occasion, Gucci's trio of red Rouge à Lèvres Satin lipsticks offer exclusive packaging and feature a brand-new shade; the brand's new campaign provides a playful take on the art of puppetry

Gucci celebrates Chinese New Year with a limited-edition trio of red Rouge à Lèvres Satin lipsticks. Specially designed for the occasion, Rouge à Lèvres Satin's etched gold tube is given a red makeover to celebrate the hue thought to bring luck and good fortune at this time of year.

Described as ideal gifts for the season, the exclusive collection includes two existing Rouge à Lèvres Satin red shades - 25* Goldie Red and 505 Janet Rust - as well as brand new shade 513 Emmy Red, created specifically for Chinese New Year.



Inspired by vintage make-up tubes and illustrated by Alessandro Michele, Creative Designer of Gucci, the new packaging is etched with a decorative pattern that interweaves House motifs with contemporary codes

Designed as collectable objects of desire and inspired by vintage makeup tubes, the limited-edition red packaging is etched with a decorative pattern illustrated by Alessandro, Michele, Creative Director. Peculiar to the Rouge à Lèvres Satin collections, the design interweaves House motifs with contemporary codes, borrowing its flair from Art Deco inspirations.

The following is a list of shades from the offering:

513 Emmy Red

A bold and daring shade, this brand-new warm red represents the sparkling, joyful energy of the season. A limited-edition hue designed specifically for Chinese New Year, Emmy Red represents luck, joy and happiness.

25* Goldie Red

This emblematic red shade is inspired by legendary Hollywood character, Goldie. The starred 25 that appears on the label is a reference to the Creative Director's lucky number.

505 Janet Rust

Designed for the expression of sensuality and charm, Janet Rust is a rusty red shade that provokes fascination and desirability as a result of its instant transformative power.



Described as a bold and daring shade of red, Emmy Red is a brand-new shade made to celebrate Chinese New Year and represent luck, joy and happiness

Creamy with intense color, Gucci Rouge à Lèvres Satin offers a long-lasting and perfect satin finish. Lightweight and comfortable to wear, its formula leaves lips smooth and soft. Perfumed with notes of violet, the lipstick delivers vivid and vibrant color.

An extension of Gucci Beauty Holiday Spectacular, the new campaign visuals re-visit the theater atmosphere inspired by the red and gold designs of a “Punch and Judy” puppet show. Featuring a burgundy backdrop decorated with gold celestial ornaments, the miniature theater is a place both fantastical and imaginative with a red motif that pays homage to the shade celebrated at Chinese New Year. A playful take on the art of puppetry, the visuals showcase all three limited-edition Gucci Rouge à Lèvres Satin lipsticks dangling from strings, as well as the Gucci Bloom Eau de Parfum and Gucci Bloom Ambrosia scents.