

Luxe Lips & High Stakes: Louis Vuitton Unveils ₹13,300 Lipstick in Luxury Beauty Debut

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Louis Vuitton has officially stepped onto the vanity stage, breaking into the beauty market with *La Beauté Louis Vuitton*—its first-ever makeup line, co-created with legendary makeup artist **Pat McGrath**. Launches begin in China on August 20, followed by a global online preview on August 25, with availability in select LV boutiques starting August 29.

A Price Tag That Raises Eyebrows

Each lipstick or balm is priced at ₹13,300 (approx. USD \$160), while eyeshadow palettes come in at ₹20,800 (approx. USD \$250). Even refills carry a luxury price — ₹5,700 for lips and ₹7,650 for eyes [The Times of India](#). This positions the line significantly above entry-level designer beauty, leaning more into the “**investment beauty**” territory.

Luxury in Every Detail

- **Packaging:** Ornate monogram and Damier motifs designed by industrial master **Konstantin Grcic**. Cases are refillable, aligning with circular fashion ideals.
- **Formulas** include upcycled mimosa wax, camellia oil, and fragrant motifs inspired by LV's perfumes, along with luxurious ingredients like shea butter and hyaluronic acid.
- **Accessories** such as leather lipstick pouches and blotting-paper wallets elevate the experience.

Redefining Luxury Beauty

Unlike many high-end beauty brands that rely on licensing deals, Louis Vuitton retains **full creative control** under the LVMH umbrella, a move that reinforces its premium positioning. Furthermore, limited distribution—available exclusively online and in LV boutiques—enhances its aura of exclusivity.

The Luxury Bet in a Cost-Conscious Market

This launch taps into the classic “**lipstick effect**”, a phenomenon where consumers invest in smaller luxuries during economic uncertainty. Still, at \$160 per lipstick, the range targets a **niche, ultra-luxury audience**, distancing itself from mainstream aspirational buyers

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