

LE ROUGE[®]
FRANÇAIS
PLANT BASED MAKEUPOLOGY



OPÉRA
NATIONAL
DE PARIS

LE ROUGE[®]
FRANÇAIS

AN EXCEPTIONAL COLLECTION,
SUFFUSED BY THE VALUES OF ELEGANCE,
EXCELLENCE AND KNOW-HOW OF OUR 2
MAISONS.



ROUGE OPERA COLLECTION

/ ICONIC

COLLECTION OF 7 ICONIC BEST-SELLERS,
REVAMPED WITH THE ARTISTIC DNA OF
THE PARIS OPERA



ROUGE OPERA COLLECTION

/ ÉTUIS COLLECTION

HAND-DRAWN CASES WITH PASTEL
TECHNIQUE, HIGHLIGHTING THE DECORUM
AND SYMBOLIC OF THE OPERA GARNIER.



Lipstick case opening like a curtain
raiser, with the discovery of the
opera interior drawing.

The upper corolla opens to reveal the
lipstick.

ROUGE OPERA COLLECTION

/ HAUTE COUTURE FINISH

CASE SHEATHED WITH APPLE SKIN
LEATHER, BY OUR PARTNER LABELED
LIVING HERITAGE COMPANY.



A BALLET STAR FOR MUSE

/ AMANDINE ALBISSON

STAR DANCER OF THE PARIS OPERA BALLET

. BENOIS INTERNATIONAL PRIZE FOR BALLET

. KNIGHT OF THE NATIONAL ORDER OF MERIT



*Confidence is acquired in all stages of my preparation
and before each performance.*

*Every ritual like applying my lipstick counts. As much for
what we perceive of it, but also for what it brings me.*

Amandine ALBISSON
for Le Rouge Français



THE PROMOTION FILM

/ AT THE HEART OF THE OPERA

PROMOTIONAL MOVIE FORMAT 45 SEC.
FILMED BEHIND THE SCENES OF THE
PARIS OPERA.



**PRIVATE LINK ACCESS: DO NOT TRANSFER
WITHOUT PRIOR AND EXPLICIT AGREEMENT
FROM THE BRAND**



ADS AMPLIFICATION

/ ADVERTISING PARTNERS

NATIONAL & INTERNATIONAL COMMUNICATION PLAN,
WITH MULTI-PARTNERS AND MULTI-CHANNELS
(DIGITAL + PRINT + METRO DISPLAY PANELS)

/ TARGETED COMMUNITIES: + 15 MILLIONS



Edenn
Joallerie

Décor de la Reine

JCDecaux

VOGUE



ROUGE OPERA RED LIPSTICK
Apple Skin Case

BIOS011OPERAPP

3770016007795

89€

ROUGE OPERA RED LIPSTICK

BIOS011OPERA

3770016007801

49 €

NOIR CASSIOPEE MASCARA

MASCARA410OPERA:

3770016007825

32 €

NEFERTITI CHEEK & LIPS

BLUSHC210RTGOPERA

3770016007849

32 €

CATENELLA RED NAIL POLISH

NAILPOL980OPERA

3770016007832

32 €

ROUGE ATHENA LIPS OIL

LIPOIL612OPERA

3770016007818

28 €

ACHILLE BALM

BALM602RTGOPERA

3770016007856

32 €