

# LET IT SHINE

The shades of the newest Hermès Beauty lip signature, Rouge Brillant Silky, are as dazzling as the mind and inspirations of its art-loving creative director, GREGORIS PYRPYLIS.

Words: MADELAINE CLARK

When Hermès made its first foray into beauty in 2020, we thought we'd know what to expect from the luxury powerhouse: pristine formulas with exceptional ingredients incorporating years of research; and functional yet beautiful packaging with as much thought and attention to design as the *maison's* signature Kelly Bag. Tick, tick. And yes, in case you were wondering, the first launch, Rouge Hermès, did make headlines for being one of the most high-end lipsticks on the market. But what we didn't expect is that the cosmetics range would be so downright *fun*.

Take, for example, the Bauhaus-style eyeshadow quads, Le Regard Hermès, launched in 2023. The quads' two circular and two square eyeshadows come with limitless possibilities to play with an array of colours that conjure anything from iridescent green foliage to golden horizons. Or the Trait d'Hermès collection of 40 dazzling shades of lipliners and eyeliners in the form of tricolour pencils resembling show-jumping poles, the full range's packaging recreating the childhood joy of a brand-new set of crayons. Even the current limited-edition offerings run the gamut from a neon-orange lipstick to an electric-blue nail varnish, as if our childhood toyboxes had evolved into haute make-up tools – and we couldn't be happier.

The man behind these kaleidoscopic and playful launches is self-described art lover and Greek make-up artist Gregoris Pырpylis, Hermès Beauty's creative director since 2022. He dates the beginning of his proclivity for colour and design to his childhood, when he was fascinated by the hues in an elementary-school textbook designed by Hellenic painter Alekos Fassianos. "I think it was really the first time I felt there was a sparkle in me," he recalls, speaking to *Prestige* via Zoom. "The earlier you expose someone to a specific surrounding or idea, the more influence you can have on them."

Pырpylis, whose CV includes stints at MAC, Bioderma and Shiseido, grew up in the Central Western part of Greece and spent a decade living in Athens before moving to Paris in 2013. "Where we grew up, our surroundings and nature really affects how we perceive what is beautiful," he says. "Being raised in Greece gave me a different point of view when it comes to the perception of colour and light. Because the light has this capacity to elevate the elements around you, giving you a huge variety of nuances, so your eye can really capture the slightest nuance and tone."

Today we're speaking about the launch of the latest Hermès Beauty signature for the lips, Rouge Brillant Silky. Although it's the depth of winter in Paris, it hasn't dimmed the excitement – nor the bronzed complexion of the affable and charming make-up artist, who resembles a 21st-century Adonis with an Hermès silk scarf knotted bandana-style around his neck. Arriving five years after the launch of Rouge Hermès, Rouge Brillant Silky is a delicately tinted yet glossy lipstick in 14 evergreen shades and a further three limited-edition hues. Pырpylis, who oversaw the whole development, from formulation

to creation, comments that "18 years in the industry have made me very demanding when it comes to formulas and textures".

He says its adaptable formula and buildable colour make it "a new gesture of freedom and expression", allowing for myriad playful ways to apply it. "You can dab it, tap it or swipe it," adding that the versatile gloss can variously be applied as a tinted lip balm, a lipstick overcoat, in combination with a lip liner, or layered for a more intense colour. Its slanted tip also allows for on-the-go mirror-free application, making it an everyday companion reflecting today's contemporary spirit.

While the colours of Rouge Hermès (developed prior to Pырpylis's arrival) draw from the leather and silk Hermès archives, new shades in Rouge Brillant Silky offer a window into the creative director's abundant inspirations. Adding to the existing emblematic colours – Rouge Casaque, Rouge Amazone and Rose Boisé – the new shades reflect Pырpylis's curiosity for nature, colour and light. A radiant pink, Rose Hacienda, animates Mexican architect Luis Barragán's signature pinkish hue, echoing the vibrancy of Latin American cities. Another, the brownish-tan Brun D'ambre, takes inspiration from amber, accentuated with pink and copper iridescence to mimic the sparkling stone. The reddish-brown Rouge Brique brings to life the shade of a sunset glowing on Italian terracotta tiles.

"I never follow a specific pattern; the inspiration tends to find me," Pырpylis explains of his creative process. "I feel you have to be open and curious about the world and always strive for knowledge and beauty around you."

The inspiration behind the limited-edition colours – Beige Halo, Orange Flash and Rose Gélatine, which come in bright zesty cases – is all about "exploring colour through the prism of light", says Pырpylis. The development process led him to study the work of American artist and light maestro

*Rouge Brillant Silky limited-edition*



James Turrell, “who always tried to explore and manifest the light of space and colour around us”, and Dan Flavin, known for creating colourful installations using fluorescent light.

“Art can be pretty much everywhere, as long as it makes sense,” reflects Pырpylis. “What’s important to me is that every chapter, every collection, whether limited edition or emblematic, has a strong inception and sense to it that it’s not just *another* collection. It has to represent what Hermès is at its deep core.”

The lipstick’s skincare-enriched formula reflects what Pырpylis describes as a new emphasis on wellbeing at Hermès. Made from 85 percent natural ingredients, Rouge Brillant Silky includes extracts of softening sesame-seed, plumping raspberry-leaf and the antioxidant mulberry tree.

The *maison*’s in-house perfumer Christine Nagel created the lipstick’s “soft and comforting scent” by blending notes of arnica, sandalwood and candied angelica flower, while Pierre Hardy, creative director of Hermès beauty objects, brings his signature flair for meticulous design to lipstick’s gold, black and white polished metal case, which, like all the brand’s beauty objects, is refillable. “It’s a collective process when it comes to a new creation,” explains Pырpylis. Everything has been thought in a way to be considerate and deliberate.”

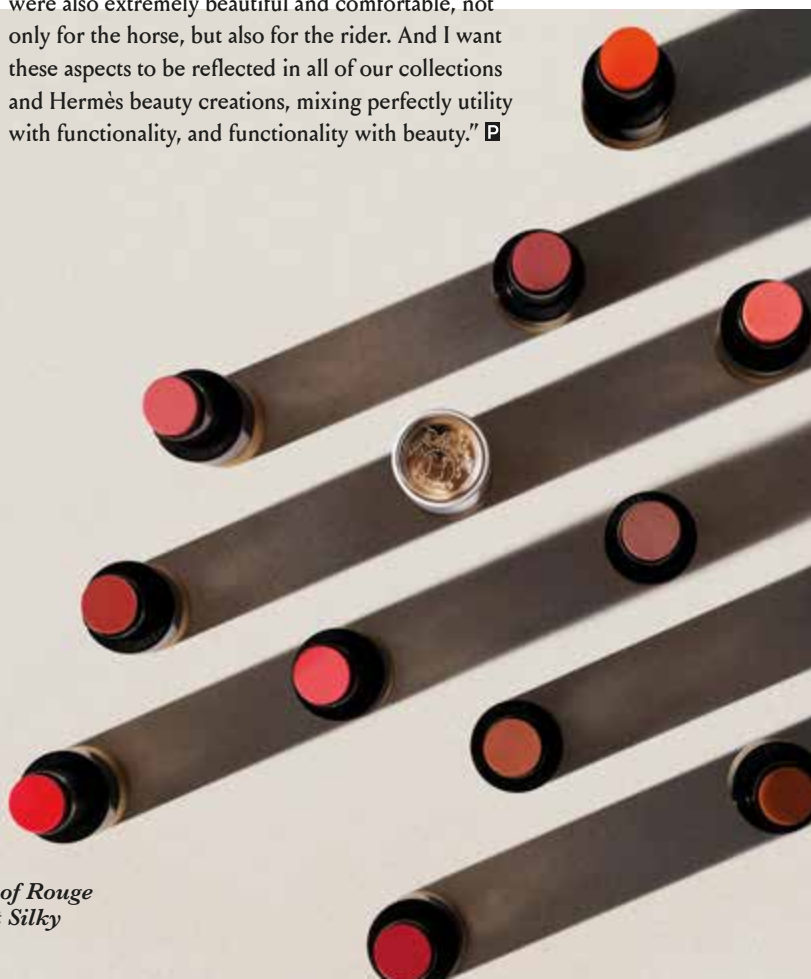
After all, it’s an ethos that’s been alive since the very beginning. “Hermès was founded as a saddlery in 1837 and started creating harnesses that would liberate the horse, rather than limit its capacity and its motion,” says Pырpylis. “But at the same time, they were also extremely beautiful and comfortable, not only for the horse, but also for the rider. And I want these aspects to be reflected in all of our collections and Hermès beauty creations, mixing perfectly utility with functionality, and functionality with beauty.”



THOMAS CHÉNE

Gregoris Pырpylis

A model in shade Rouge Amazone



ANASTASIIA DUVALLIÉ

Shades of Rouge Brillant Silky