

FRAGRANCE AND PERSONAL CARE

YSL Beauty outfits consumers' eyelashes with transformative product

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Cara Delevingne for YSL Beauty's Mascara Vinyl Couture

By SARAH JONES

YSL Beauty is helping consumers become cosmetic chameleons through an attitude-driven effort for its Mascara Vinyl Couture.

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To introduce the glossy, heavily pigmented lash product, the brand used its digital channels to demonstrate the diversity of looks accessible with a swipe of mascara. When launching a new beauty product, generating varied content allows consumers to gain an understanding of how it would best be incorporated into their makeup arsenal.

"The Mascara Vinyl Couture product platform clearly functions within the brand repositioning orchestrated by Heidi Slimane for the fashion division," said David Benattar, CEO of **Hyperbolic**, a New York-based creative agency.

"It's rooted in a glam rock era, and treated as a polished rebellion that has been tamed but yet idolizes the post punk world of the early '80s, a pivotal period for YSL and pop culture alike," he said. "I love the celebration of attitude and individuality, the product naming, the high intensity, eyes centered photography direction that just works. Well done."

Mr. Benattar is not affiliated with YSL Beauty, but agreed to comment as an industry expert.

YSL Beauty, produced under a licensing deal with L'Oreal Luxe, did not respond by press deadline.

Dare to wear

YSL Beauty created a short film to premiere Mascara Vinyl Couture, in which the brand asks consumers, "Who are you today?"

Showing just models' eyes in close-up, the one-minute video flips through varied looks, ranging from "the madness" to "the fire," giving inspiration for using some of the more adventurous shades, including hot pink and cobalt blue.

At the end of the film, the hashtag #AllInAWink appears before the models are seen for a final time blinking once for the camera with their multihued lashes.

Who Are You Today? - YSL Beauty Mascara Vinyl Couture

Another video turns the tubes of mascara into a Rubik's Cube. As they spin in rows, the colors are front and center.

On YouTube, YSL Beauty lets consumers tackle each of the looks themselves with 30-second tutorials that show complete looks using one or more of the nine available shades.

For instance, "I'm the trouble" combines royal blue liner and seafoam eyeshadow on the lid and lash line before finishing off with green and blue mascara.

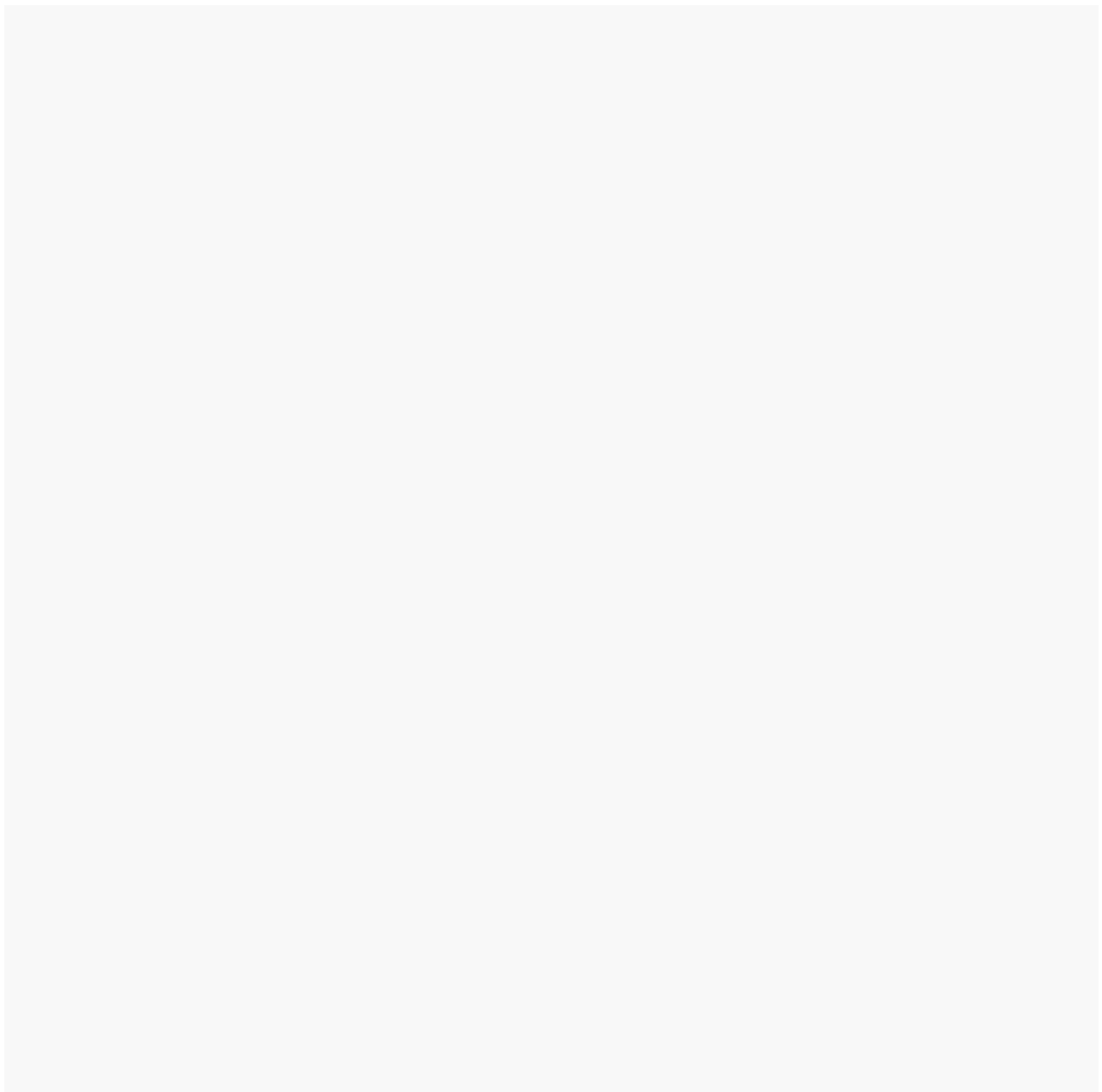
Tutorial Mascara Vinyl Couture: I'm the Trouble

Rather than using live models, these tutorials draw products onto an animated eye. This allows YSL Beauty to more easily demonstrate the application in close-up.

The videos' short lengths translate easily to other platforms. Along with other content, the videos also appear on YSL Beauty's dedicated Instagram account.

Here, the brand also shares campaign images featuring model Cara Delevingne, a frequent face of the house's cosmetics. She poses in front of a wall papered with photos of herself in various looks created using Mascara Vinyl Couture.

Other posts add to the adventurous attitude of the product, calling it everything from "the best partner-in-crime for your selfies" to an "It wardrobe." YSL Beauty's creative director of makeup Lloyd Simmons also provides input, laying out step-by-step instructions for perfecting specific looks.



Running out of ideas for tonight's look? Follow Lloyd Simmons' tips for creating empowering looks with MASCARA VINYL COUTURE and emulate the ultimate icon, @caradelevingne "For maximum impact via a bold colour

statement, contrast your liner with your mascara shade. Take it one step further by reversing your liner top and bottom. For example, using blue mascara and green eyeliner on top and green mascara plus blue eyeliner on the bottom", advises Lloyd Simmonds. Click the link in the bio to shop this look! #yslbeauty #dareandstage #mascaravinylicouture #allinawink #colours #howto #lloydsimmonds

A photo posted by YSL Beauty Official (@yslbeauty) on May 14, 2016 at 6:21am PDT

Lashing out

Eye makeup in particular lends itself to personality-centric efforts.

French fashion house Chanel is highlighting the versatility of its eye makeup collection through a personality-driven effort.

Chanel's #EyeCanBe campaign centers on frequent brand face Kristen Stewart, asking her to portray diverse characters such as a tomboy and a star. By showcasing these different looks on the same animated face, Chanel is able to show consumers that they, too, can reinvent themselves with a swipe of mascara ([see story](#)).

YSL Beauty has embraced digital as a medium for sharing beauty knowledge with consumers.

French atelier Saint Laurent Paris' beauty brand YSL Beauty is enhancing product demonstrations at its cosmetic counters with the introduction of Google Glass tutorials.

The beauty brand has rolled out Google Glass tutorials at retailers such as Bloomingdale's and Selfridges to temporarily personalize the in-store experience through technology. Brands and consumers alike have struggled to incorporate Google Glass into everyday life, but the functionality of the technology in an in-store setting is hard to dispute ([see story](#)).

"Social media issocial, a quality that brands need to embrace," Mr. Benattar said. "What I saw here is a product catalog approach, which certainly show beautiful product imagery, but lacks the social dimension.

"Social media is an infinite world of opportunity to engage, reward and celebrate customers," he said. "I wish I had seen this philosophy in action in the social media extension of this campaign."