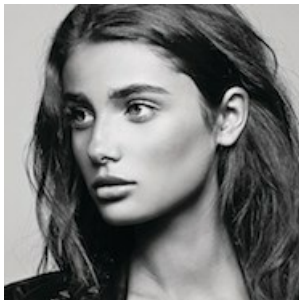


FRAGRANCE AND PERSONAL CARE

Lancme boosts millennial appeal with Angel ambassador

July 13, 2016



Taylor Hill

By STAFF REPORTS

Beauty marketer Lancme is reaching out to the social media generation by naming 20-year-old model Taylor Hill its latest ambassador.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

The Victoria's Secret Angel also boasts high-fashion credibility, having walked in shows for Moschino and Versace, posed for photo spreads for Vogue and Love magazine and marketing for Miu Miu and Jimmy Choo. Aside from her modeling credentials, Ms. Hill is social media fluent and Instagram famous, with 4 million followers on that platform alone.

Model behavior

Ms. Hill is bound to become more of a household name, having recently appeared in her first feature film, Nicolas Winding Refn's "The Neon Demon."

The free-spirited model documents her life on social media, particularly Instagram and Snapchat, sharing pictures of everything from the backstage scene at fashion shows to her group of friends.

While she may be younger than many of Lancme's other muses, she was chosen for her embodiment of the brand's joie de vivre.



Lancôme's Parisian Pop collection

"We are delighted about this new collaboration with Taylor, who represents a modern Lancôme, in harmony with its time, with a subtle mix of sensuality, ingenuousness and sweet yet striking beauty," said Françoise Lehmann, Lancôme's international general manager, in a brand statement. "She is a very inspiring young woman for her generation: she is immensely curious, open-minded and has a positive outlook on life."

In search of a younger audience, other beauty brands have chosen social media-savvy faces.

Beauty marketer Estée Lauder signed reality television star-turned high fashion model Kendall Jenner as its face in 2014.

In addition to appearing in ads across print, television and digital, Ms. Jenner creates branded social media content for her own channels and Estée Lauder's. As a "breakout star" in fashion, Ms. Jenner's ads draw attention from younger consumers ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.