

FRAGRANCE AND PERSONAL CARE

YSL Beauty acquaints audience with ambassador through playful game

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Staz Lindes for YSL Beauty

By STAFF REPORTS

French label YSL Beauty is introducing its latest face via a recorded round of Truth or Dare.

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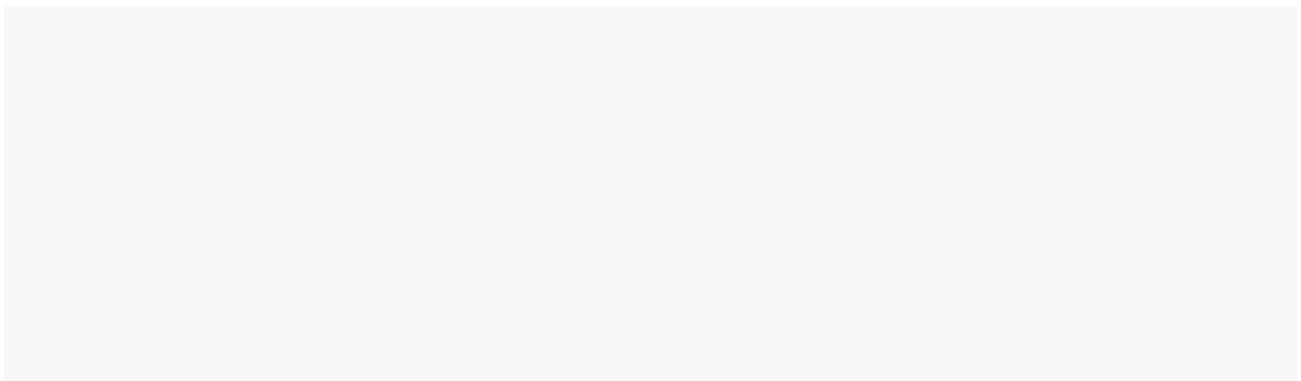
In a short film, Instagram-famous model Staz Lindes is prompted by an off-screen male voice to reveal facts about herself or take on challenges. Filmed in a house, the video paints an intimate picture of the spokesmodel that presents as more authentic than glossy.

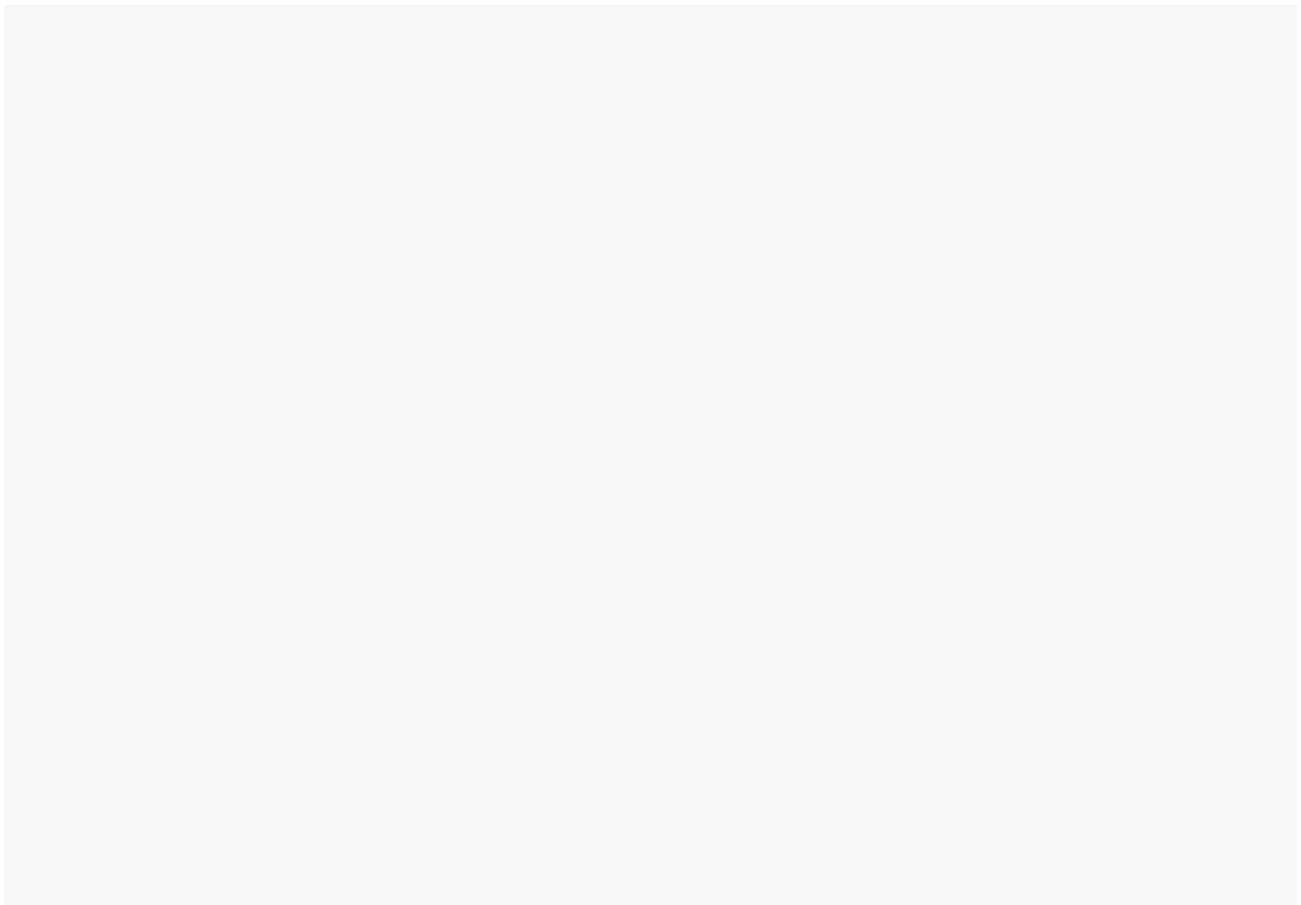
Getting to know you

Ms. Lindes is first seen in a bedroom, slipping off a pair of pumps in favor of bare feet. Her companion prods to get her age, 24, and her relationship status.

The model gives plenty of eye rolls and sass as she is prodded for more information.

Finally, the pair agrees to a classic game of Truth or Dare. This allows Ms. Lindes to show off her ambidextrous abilities by applying makeup and playing the guitar at the same time.





She's ambidextrous and multitalented. Watch the new face of #YSLBEAUTY Staz Lindes dare to put on lipstick and play guitar like a rock star. ?? Truth is boring. @yostazyo Link in bio to get to know more about our beautiful ambassador in the full video. #yslbeauty #dareandstage #stazlindes #makeup #newambassador #beauty

A video posted by YSL Beauty Official (@yslbeauty) on Jan 3, 2017 at 3:28am PST

Eventually, she is shown to be on-set, posing for a photographer and snapping covert selfies.

The daughter of guitarist Hal Lindes, a member of Dire Straights, Ms. Lindes has her own musical background. According to [Vogue](#), former Saint Laurent creative director Hedi Slimane discovered her as she was performing with her girl group The Paranoys in Los Angeles, casting her in his spring/summer 2016 show.

Increasingly, a face's social following is weighed alongside their personality.

Fellow L'Oreal Luxe beauty marketer Lancme is reaching out to the social media generation by naming 20-year-old model Taylor Hill its latest ambassador.

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 ([see story](#)).