

FRAGRANCE AND PERSONAL CARE

YSL Beauty appoints Tom Pecheux as its global beauty director

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Cara Delevingne for YSL Beauty's Mascara Vinyl Couture

By STAFF REPORTS

YSL Beauty has named French makeup artist Tom Pecheux as its global beauty director, tapping into the cosmetic talent's industry knowledge.

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Mr. Pecheux has worked on runway shows, ad campaigns and magazine spreads for clients such as Chanel and Harper's Bazaar. In his new role, the makeup artist will be tasked with product development and styling the brand's ambassadors, drawing on what YSL Beauty believes to be a shared vision.

New direction

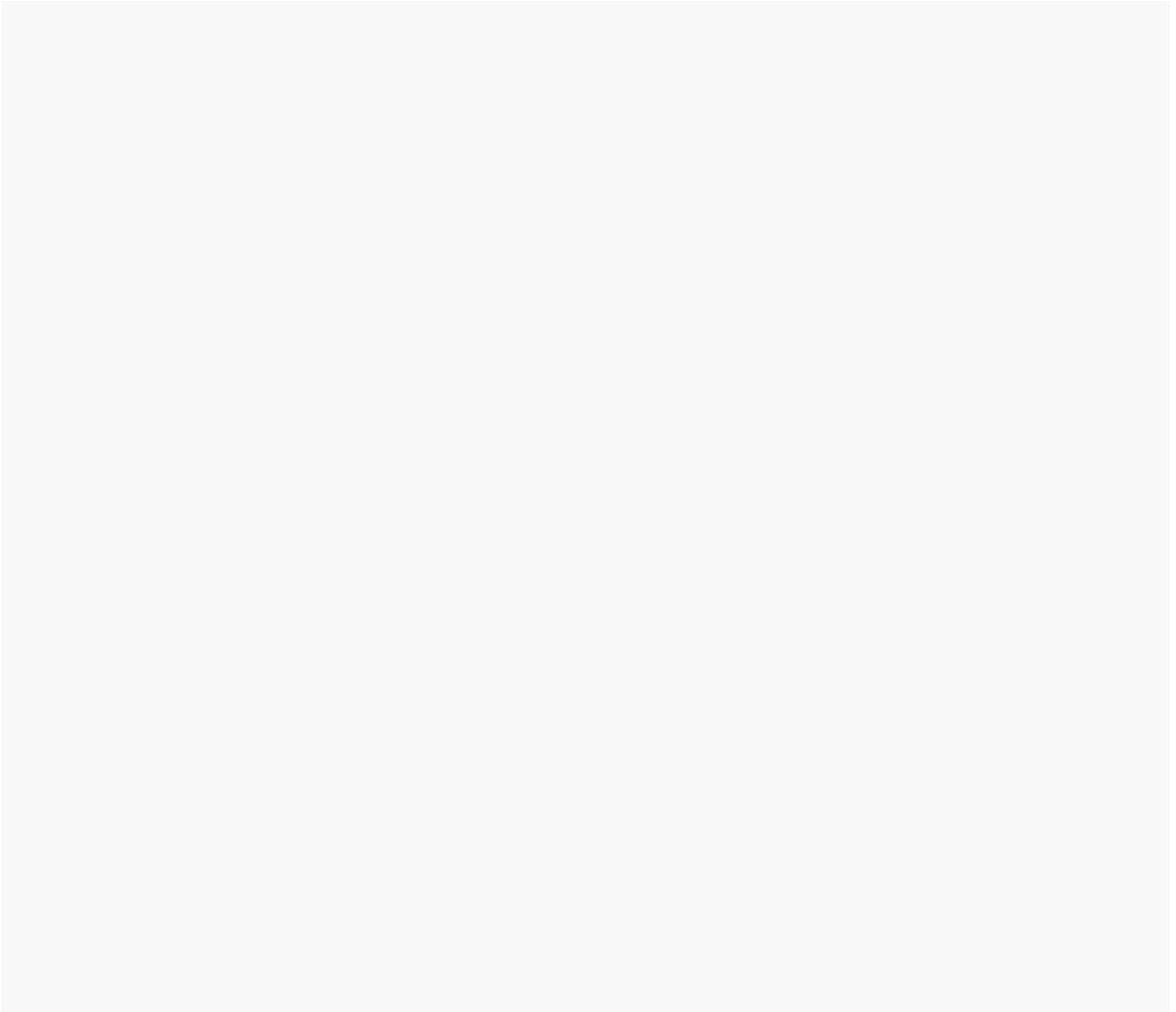
Mr. Pecheux has more than 30 years in the beauty business. An in-demand makeup artist, he has built a portfolio of work that includes collaborations with Vogue, Saint Laurent, Dior, Lanvin, Vanity Fair and Moschino, among others.



Tom Pecheux makeup for Saint Laurent

Now, the beauty guru is bringing his talents to YSL Beauty.

In a post shared by the brand, Mr. Pecheux is quoted saying, "At YSL Beaut, we aren't about selling makeup, we sell an attitude."



To surprise, to sublime, to disturb, to add an edge: Tom Pecheux shares the same vision of beauty with YSL Beaut. We are proud and delighted to announce that the French born MUA is our new Global Beauty Director.
#yslbeauty #makeup #beauty #tompecheux #MUA #beautydirector #breakingnews

A video posted by YSL Beauty Official (@yslbeauty) on Jan 26, 2017 at 5:36am PST

Building this attitude, Mr. Pecheux will be in charge of giving brand ambassadors a new look and creating "innovative products."

Makeup artists have stepped out from behind the curtain, becoming celebrities themselves. Mr. Pecheux himself has more than 109,000 followers on Instagram.

Fellow L'Oreal Luxe brand Lancme has recruited British cosmetologist Lisa Eldridge as the brand's new global creative director of Lancme makeup.

Ms. Eldridge has consulted with brands such as Shiseido, has collaborated with brands such as Prada, Chanel and Donna Karan for runway presentations and for advertising campaigns in addition to her personal YouTube and blog. Since Ms. Eldridge is a trusted, well-known voice in the beauty industry, Lancme enthusiasts will be put at ease that she will maintain the brand's image and aesthetic in her new role ([see story](#)).

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