

FRAGRANCE AND PERSONAL CARE

YSL Beauty taps influence of "authentic trendsetter" Zo Kravitz

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Zo Kravitz for YSL Beauty. Image credit: YSL Beauty

By STAFF REPORTS

French fashion house Saint Laurent's beauty label is expanding ambassador Zo Kravitz's influence to a global platform.

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The actress and singer, who has been a face of the brand since last May, will now be a global makeup ambassador for the label. With 3 million Instagram followers, the independent spirit may help YSL Beauty further its reach among a millennial audience.

International influence

Ms. Kravitz has already appeared in marketing for YSL Beauty. The brand explored the transformative relationship female musicians have with their cosmetics in its first music-meets-beauty-themed Web series.

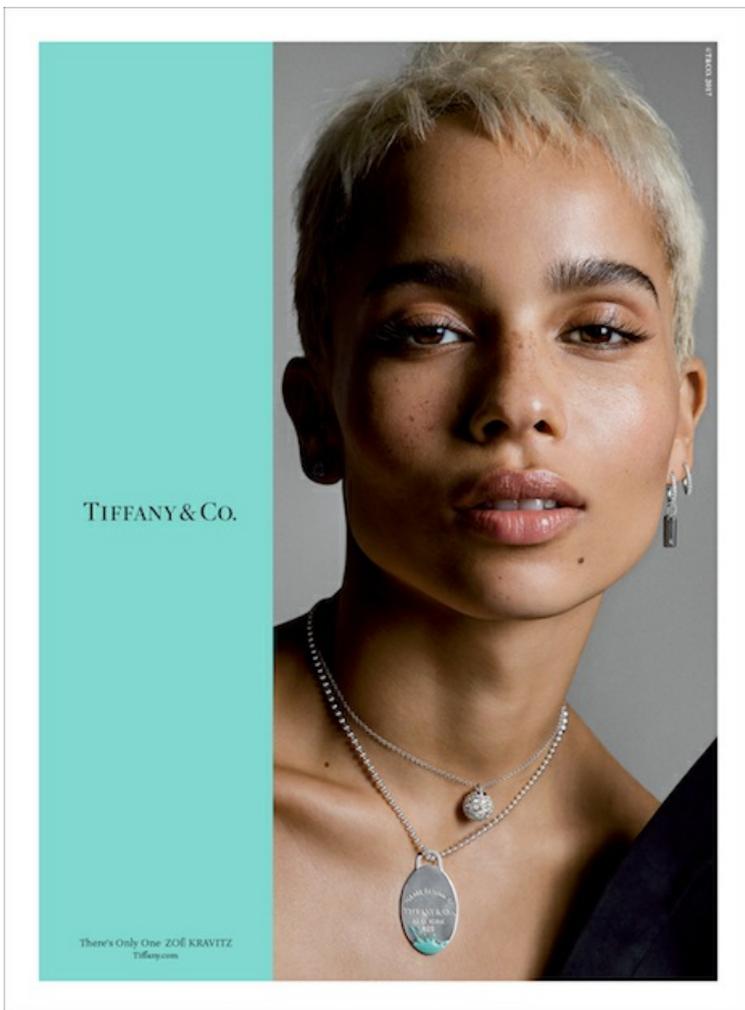
The first episode of the brand's "Before the Light" series went behind-the-scenes with Ms. Kravitz as she did her makeup in preparation for an on-stage performance ([see story](#)).

Now, with her new global role at the L'Oreal Luxe brand, Ms. Kravitz will be sharing makeup tips and Tricks with YSL Beauty's audience.

"Scene stealing when she's on the screen, she's also an authentic trendsetter, acclaimed by all for her innate style and her free-spirited glamour," YSL Beauty said of Ms. Kravitz in its announcement on Instagram.

According to British Vogue, Ms. Kravitz's debut campaign for YSL Beauty will be for the label's Tatouage Couture. This effort will debut in August.

In addition to her spokesmodel position with YSL Beauty, Ms. Kravitz also features in Tiffany & Co.'s fall campaign ([see story](#)).



Zo Kravitz for Tiffany's fall 2017 campaign. Image courtesy of Tiffany & Co.

Ms. Kravitz joins Staz Lindes, who became a global makeup ambassador for YSL Beauty earlier this year ([see story](#)).

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