

FRAGRANCE AND PERSONAL CARE

YSL helps customers find the right foundation shade on Instagram

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YSL Beauty's All Hours Foundation. Image credit: YSL Beauty

By BRIELLE JAEKEL

French fashion house Saint Laurent's beauty label is making it easier for women to discover her matching shade from its new foundation line with social media visibility.

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YSL Beauty has created a specific account on Instagram for consumers to find the perfect shade for their skin tone for its new All Hours Foundation. The account allows users to browse in a mobile enabled environment that is inherent to consumer behavior.

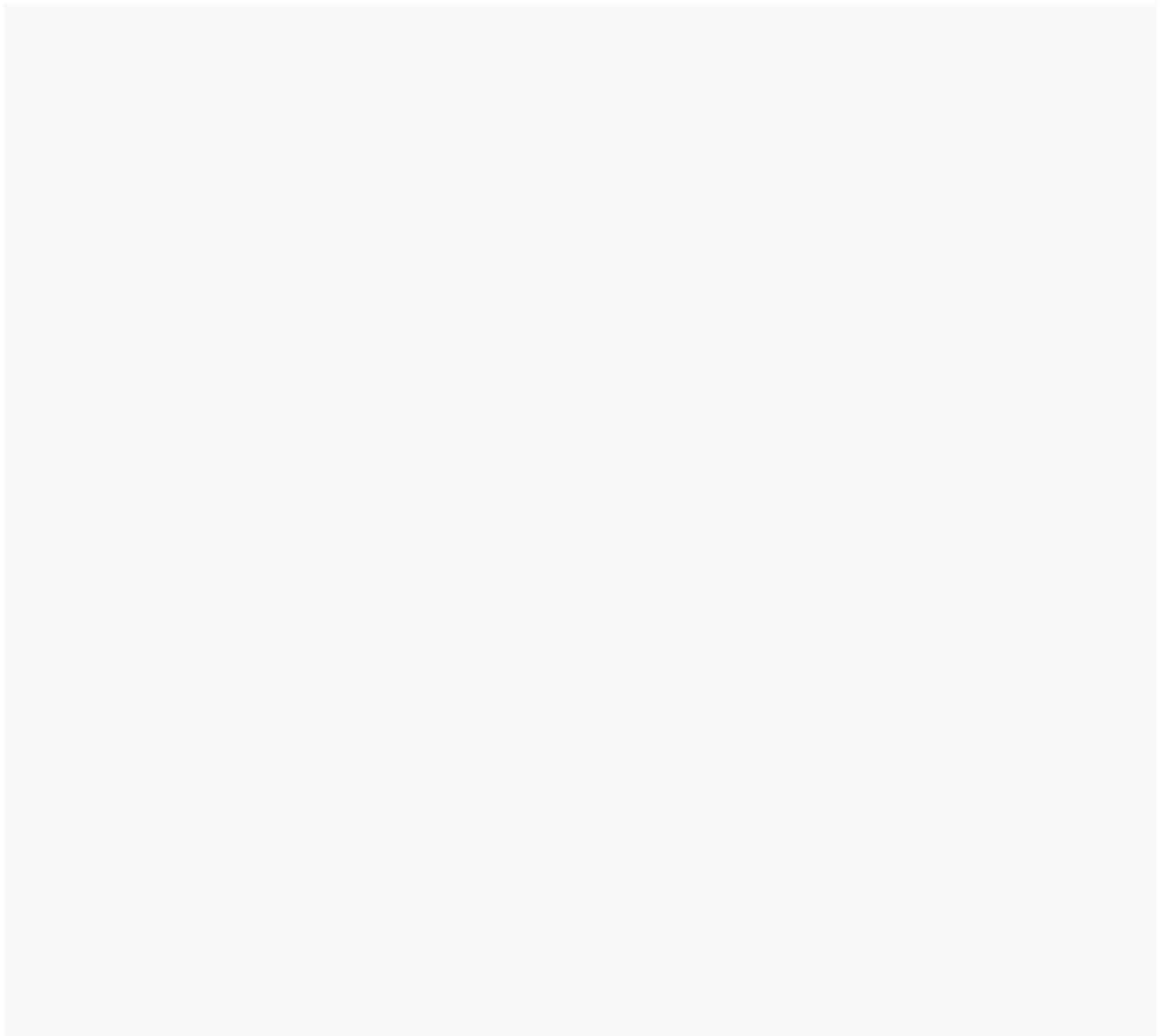
"Instagram now has over 700 million users, and 250 million users use Instagram Stories every day," said Marci Troutman, CEO of SiteMinis. "With over half a billion monthly active users uploading nearly 100 million photos and videos every day Instagram is a significant and relevant market for brands to deploy new concepts and product.

"Instagram also gives a brand and product exceptionally quick user input turn around- what is cool and what is not," he said. "Over half the Instagram users are female and this YSL product feeds into that user demographic perfectly."

On-the-go marketing

The beauty brand is hoping to attract consumers for its All Hours Foundation line through a dedicated page on Instagram.

YSL's campaign encourages users to scroll through its Instagram account to find the shade that best matches their skin tone. The All Hours line is meant to accommodate busy women who have no time to reapply, which the new account reflects.



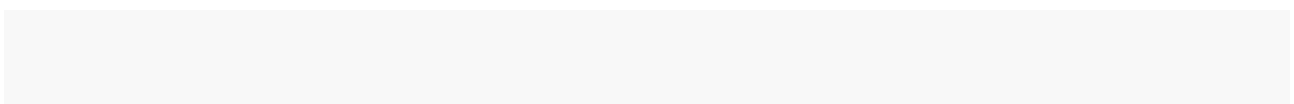
Check the exclusive IG account to find your shade: @all_hours_shade_finder_ Your new game face to face the hectic and exciting lifestyle of the city has come. With no compromises on finish no mask-like effect or caking. IT'S THE ALL HOURS REVOLUTION! Prepare. Cover. Correct. It's as easy as one, two, three. @sephora #yslbeauty #makeup #beauty #new #product #foundation #allhours #dontstop #dontstopthenight #linkinbio #allhourshadefinder

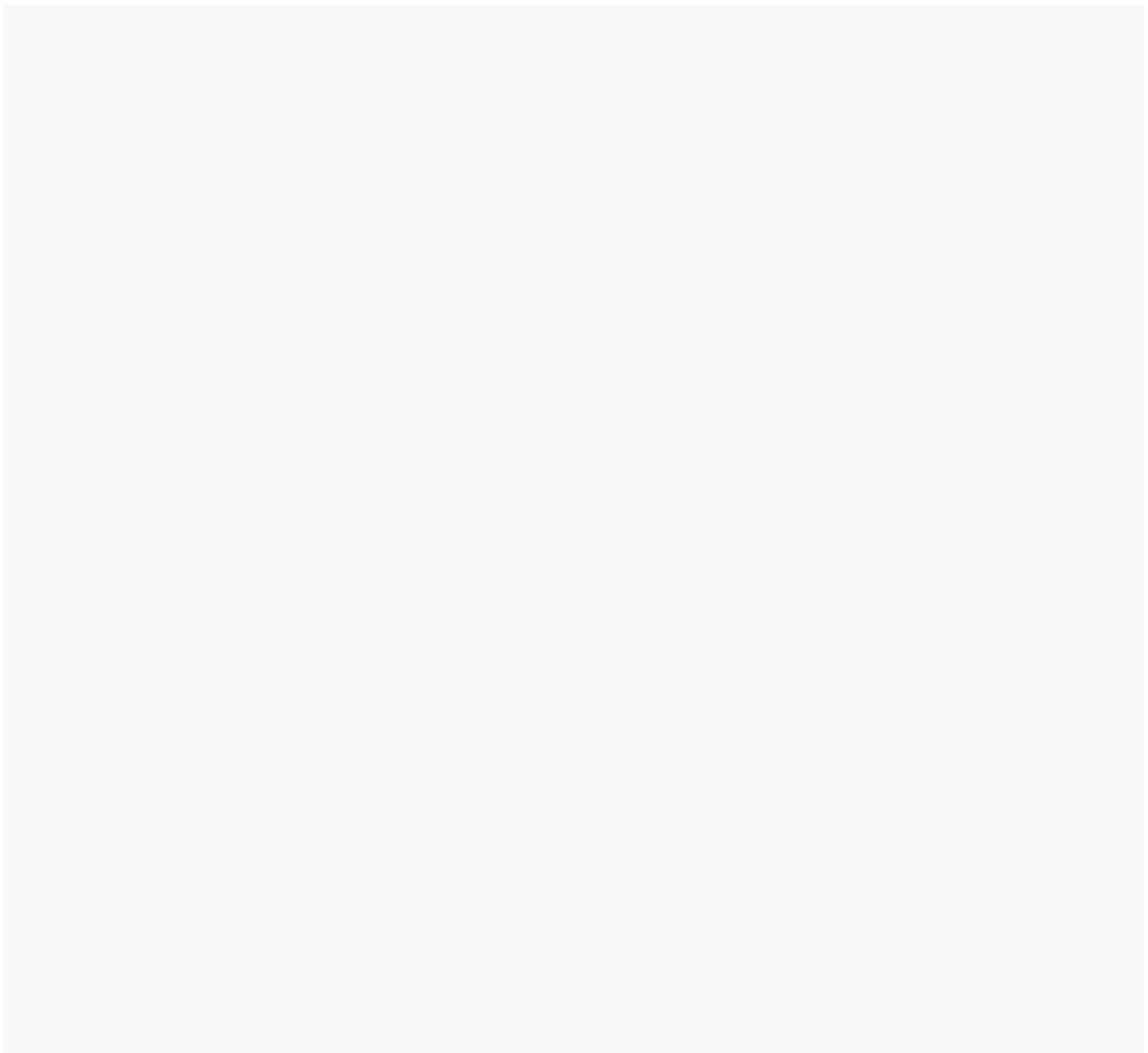
A post shared by YSL Beauty Official (@yslbeauty) on Aug 3, 2017 at 7:30am PDT

The Instagram account is a marketing tactic likely in reflection of this lifestyle. Creating a special account for the line allows on-the-go consumers to interact with the products without much effort, and the creation of the account takes little marketing spend.

[@all_hours_shade_finder](#) showcases all the shades in the All Hours line with three photos for each shade. In chronological order, the shades have been shared from the lightest shade to the darkest shade.

YSL lists the name of the shade such as "BD20" as text on top of an image of the foundation color itself. Then that same shade is featured with another image, but this time of the bottle lying on top of the liquid foundation applied to a tabletop surface.





Make the most of it. Of life, of friends, of fun, of keeping your skin flawless. Just like @ediebcampbell, enjoy endless nights that will never show on your face with our new ALL HOURS FOUNDATION. Find your shade here: @all_hours_shade_finder_ #yslbeauty #makeup #beauty #new #product #foundation #allhours #dontstop #dontstopthenight #ediecampbell #linkinbio

A post shared by YSL Beauty Official (@yslbeauty) on Aug 2, 2017 at 8:12am PDT

The final picture for each shade showcases the color on a model whose skin matches.

Users are able to browse and find more information about various shades in the line. For those looking for more information or to purchase the product, the link in the @all_hours_shade_finder account's bio brings users to the product pages.

YSL Beauty

The YSL beauty label also recently expanded ambassador Zo Kravitz's influence to a global platform.

The actress and singer, who has been a face of the brand since last May, is now 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 ([see more](#)).

YSL also promoted some of its latest cosmetic products with a makeup masterclass hosted on Instagram Live.

The class was hosted by YSL's global beauty director Tom Pecheux, who instructed viewers on how to use the brand's cosmetics to achieve runway looks. To promote the virtual masterclass, YSL Beauty posted regular photos of Mr. Pecheux as well as close-ups of cosmetics being applied on the brand's beauty-centric Instagram account ([see](#)

more).

"This product is an expansion of a traditional foundation line structure in that YSL is delivering 22 unique colors and showing real color variations that females can easily relate to but have not had access to with other brands before," Ms. Troutman said. "By using this form of social media inclusive involvement, YSL can quickly jump start their product launch with relatively low cost, but with significant consumer connectivity."

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