

FRAGRANCE AND PERSONAL CARE

## YSL Beauty releases tribute to tattoo culture for Tatouage Couture

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*Tatouage Couture is the brand's new lip stain product. Image credit: YSL Beauty*

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France's Yves Saint Laurent Beauty is tapping into the subversive subculture of tattooing for a new lip product called Tatouage Couture.

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In its campaign for this new lip stain, YSL Beauty has released a number of videos through its social media channels, showing an edgy and industrial nightclub-type setting along with closeups of stained lips. The videos traffic in the imagery of tattoos, drawing a comparison between the ink on a person's body and the long-lasting stain of Tatouage Couture.

### Beauty of tattoos

YSL Beauty is hyping up one of its newest products with a social media campaign across multiple platforms.

Through Instagram and YouTube, the brand is debuting a number of super short videos related to the new product, a lip stain called Tatouage Couture.

Both the product and the related campaign are inspired by tattoos and the subculture surrounding them.

In a series of short films, YSL Beauty showcases the new lip stain with the help of several models, including brand ambassadors Zo Kravitz and Staz Lindes, bathed in an aggressive red light in an industrial setting as they dance, whisper and speak about the nature of fitting in and being rebellious.

### *YSL Beauty's Tatouage Couture featuring Zo Kravitz*

To emphasize the tattoo theme, multiple brand messages appear as tattoos along the limbs of some of the models. The tattoos materialize on their skin as the words are spoken aloud, creating a dreamy atmosphere that fits in with the ambient lighting.

In addition to the tattoo theme, another parallel is drawn between the lip stain applied to the models' lips and to a large red paintbrush being applied to the ground in the video.

In one video, there is a close-up shot of red paint being applied to the ground, but the image is not actually shown.

Later videos reveal that one of the models had painted the words "here to stay" along the ground in bright red paint, reinforcing the campaign's theme of rebellion and defiance.

#### Tatouage Couture

While Ms. Kravitz has been working with YSL Beauty as an ambassador for a short time, only recently did her relationship with the cosmetics brand accelerate.

Saint Laurent's beauty label expanded ambassador Ms. 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 story](#)).

Most recently, the brand has also begun focusing on less highly-produced campaigns, and introducing more informal marketing techniques.

#### *YSL Beauty's Tatouage Couture featuring Zo Kravitz and Staz Lindes*

For example, Yves Saint Laurent 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 story](#)).

With its latest campaign for Tatouage Couture, YSL Beauty is showing that there is still room for glamorous, high production value campaigns, in addition to its more granular and casual advertising.