

FRAGRANCE AND PERSONAL CARE

YSL Beauty celebrates hard work, perseverance with The Y Crew

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The Y Crew brings in three successful young men as the faces of the fragrance. Image credit: YSL Beauty

By DANNY PARISI

France's YSL Beauty is promoting its new Y men's cologne with a campaign centered on The Y Crew, a group of young men from different walks of life who will be the face of the fragrance.

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The campaign is playing out on YSL Beauty's Instagram where images and videos of the young men are being interwoven with promotions for the new fragrance. YSL Beauty's social media accounts have been particularly active recently, showing the brand's commitment to social marketing and its benefits.

The Y Crew

YSL Beauty's latest campaign is in promotion of its new men's fragrance, Y.

Y is a tribute to the first letter of the first name of the brand's founder, Yves Saint Laurent, but could also be a play on the Y chromosome.

To promote this new fragrance, the brand has recruited three young men from very different professions to star in its campaign.

The three men, research scientist Alexandre Robicquet, rapper Loyle Carner and artist David Alexander Finn, make up the Y Crew.



YSL's new fragrance, Y. Image credit: YSL Beauty

Through a series of images and videos on the brand's Instagram account, the three men are shown in their respective fields, working on art, music and science as a narrator speaks about the importance of asking "why?"

In Mr. Robicquet's video, he is shown sifting through notes and consulting with colleagues before giving a speech in front of a crowd. For Mr. Carner, he contemplates a notebook and perfects his lyrics before performing a concert.

Mr. Finn is seen working tirelessly on a sculpture before revealing it in a public showing.

The common thread through the three campaign parts is the importance of hard work and preparation as well as the ultimate payoff that that hard work provides.

Other posts from the campaign focus on the fragrance itself, including the bottle design, which is heavy glass with a metal Y cut through it.

Instagram marketing

Instagram has been a heavy hitter for YSL Beauty in recent months, as a number of its biggest campaigns have focused on the social media platform.

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.

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 ([see story](#)).



Mr. Robicquet for YSL. Image credit: YSL Beauty

In a similar campaign, Saint Laurent Beauty tapped into the subversive subculture of tattooing for a new lip product called *Tatouage Couture*.

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* ([see story](#)).

The Y Crew continues this trend of Instagram-focused marketing campaigns, this time taking an even more in-depth approach with a large number of posts as both images and videos.

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