

FRAGRANCE AND PERSONAL CARE

## Adam Levine named face of YSL Beauty fragrance

October 9, 2017



*Adam Levine for YSL Beauty's Y. Image courtesy of L'Oral*

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By STAFF REPORTS

YSL Beauty has picked recording artist, actor and presenter Adam Levine to act as the U.S. ambassador for its latest scent for men.

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Best known for being the lead singer of Maroon 5 and a coach on competition reality show "The Voice," Mr. Levine will serve as the face of YSL's Y fragrance. The performer, who boasts an Instagram following of about 10 million, was chosen for his multifaceted talent, popularity and personality.

"Adam Levine is the perfect fit for the brand and what our new fragrance Y represents," said Alexandre Choueiri, president, international designer collections, at L'Oral USA, in a statement.

"A star of the music world, a familiar face on our screens, a true talent, he brings a new dimension to YSL Beauty," he said.

Fragrance frontman

France's YSL Beauty, a license of L'Oral, first promoted 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.

The campaign played out on YSL Beauty's Instagram where images and videos of the young men were 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 ([see story](#)).

Mr. Levine is the latest addition to Y's ambassador lineup. The performer brings his own story of accomplishment to the scent's marketing, having succeeded in leading a chart-topping band while also becoming a television personality, with cameos in "Family Guy," "30 Rock" and "American Horror Story."

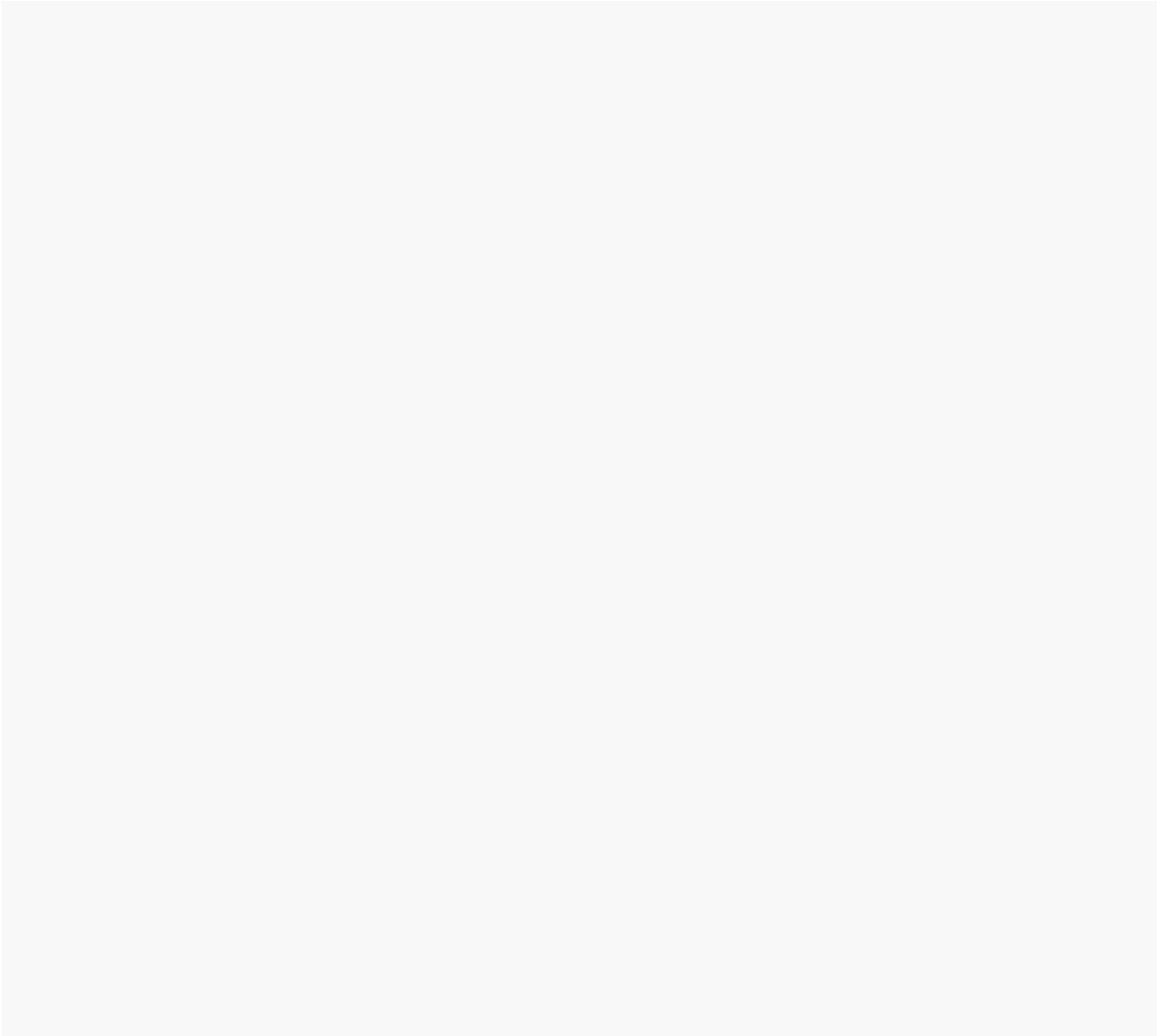
In addition to his resume, YSL Beauty was also attracted to Mr. Levine's sense of style, which has included daring hair choices and a plethora of tattoos.

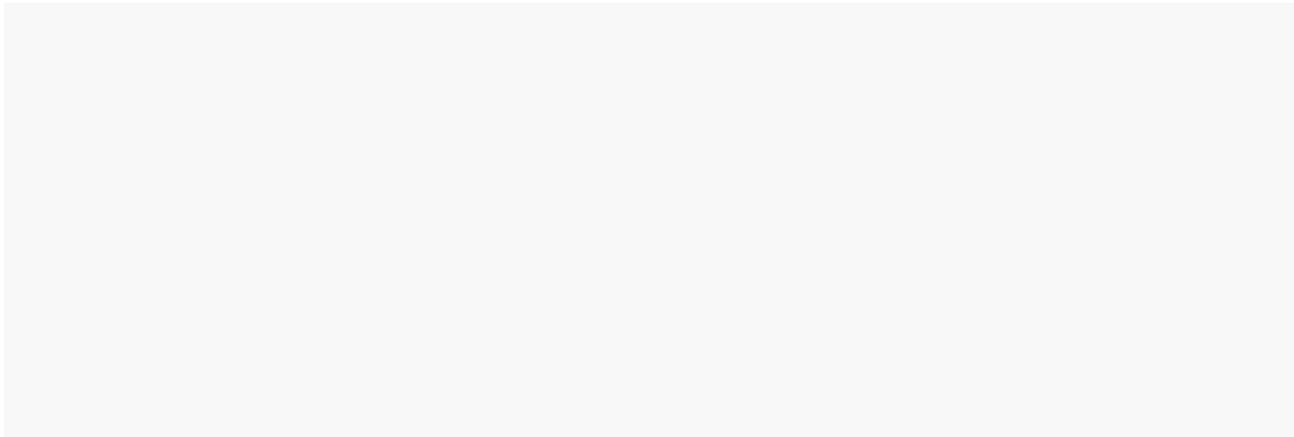


*Adam Levine for YSL Beauty. Image credit: YSL Beauty*

Kicking off the collaboration, Mr. Levine shared the news on his Instagram, picturing himself holding a bottle of Y. Per [Women's Wear Daily](#), this role will be a digital-only ambassadorship, a first for YSL Beauty.

"I'm psyched to be collaborating with YSL Beauty, a brand which has always appealed to me for its standout style and groundbreaking imagery," Mr. Levine said in a statement. "As a musician, I relate to the raw passion and strong sense of individuality of YSL, and being a part of the story of Y is exciting to me - it is not the story of one man, but of a whole creative generation."





Happy to share I'm working with YSL on their new men's fragrance, Y. Come back tomorrow for more. @yslbeauty #thatsY

A post shared by Adam Levine (@adamlevine) on Oct 9, 2017 at 7:12am PDT

"I'm excited to develop our relationship and see where it will lead," he said. Levine

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