

FRAGRANCE AND PERSONAL CARE

YSL Beauty taps Kaia Gerber as latest face

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Kaia Gerber for YSL. Image credit: YSL Beauty

By STAFF REPORTS

France's Yves Saint Laurent Beauty has named Kaia Gerber as its new global makeup ambassador.

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The 17-year-old supermodel progeny has previously served as the face of brands including Marc Jacobs, Karl Lagerfeld and Chanel. Now, she is becoming part of the YSL Beauty family, joining ambassadors including Zo Kravitz and Adam Levine.

Teenage ambassador

According to *Women's Wear Daily*, Ms. Gerber will star in a campaign for YSL Beauty's Rouge Volupt Shine lipcolor that will debut in January. Along with the lipstick, Ms. Gerber will serve as the face of Touche clat and Mascara Volume Effet Faux Cils in future advertising.

"Kaia is a blossoming talent with a unique sense of style and a stunning beauty," said Stephan Bezy, international general manager of Yves Saint Laurent Beaut at L'Oral, in a statement shared with WWD. "The perfect embodiment of her generation's desire for authenticity and edginess, as a muse and ambassador she will convey those values, which entirely resonate with what YSL Beaut stands for."

Along with serving as a face for YSL Beaut, Ms. Gerber has appeared in marketing for the Saint Laurent fashion label.

[View this post on Instagram](#)

YSL BEAUT GLOBAL MAKEUP AMBASSADOR @kaiagerber! welcome her to the #YSLBEAUTY fam! #kaiagerber #makeup #new #ambassador Makeup by @tompecheux

A post shared by YSL Beauty Official (@yslbeauty) on Oct 1, 2018 at 1:19am PDT

Instagram post from YSL Beauty

Ms. Gerber boasts an Instagram following of 3.8 million. As with a number of her peers, her social media audience is an attractive aspect for brand partnerships.

Fellow L'Oreal-owned beauty marketer Lancme similarly looking to a prolific force in social media for its inspiration in upcoming marketing opportunities.

Lancme has called on Chiara Ferragni, better known as the founder of The Blonde Salad on social and the blogosphere, as its latest "muse." The influencer is known as one of the first users to turn social media into a full-time career ([see story](#)).

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