

FRAGRANCE AND PERSONAL CARE

YSL Beauty geared up for Tmall's Super Brand Day with Palm Springs stop

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The YSL Beauty Station. Image credit: Alibaba

By STAFF REPORTS

France's YSL Beauty used a Coachella pop-up to engage with Chinese consumers, creating a cross-continent push around the music festival.

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For the first weekend of Coachella, YSL Beauty staged a gas station-themed activation in Palm Springs, complete with a live-streamed party featuring performances by Chinese musicians. While Coachella is often about reaching a local audience, YSL Beauty decided to use the event as a push for its Super Brand Day on April 23, driving attention for its upcoming sale.

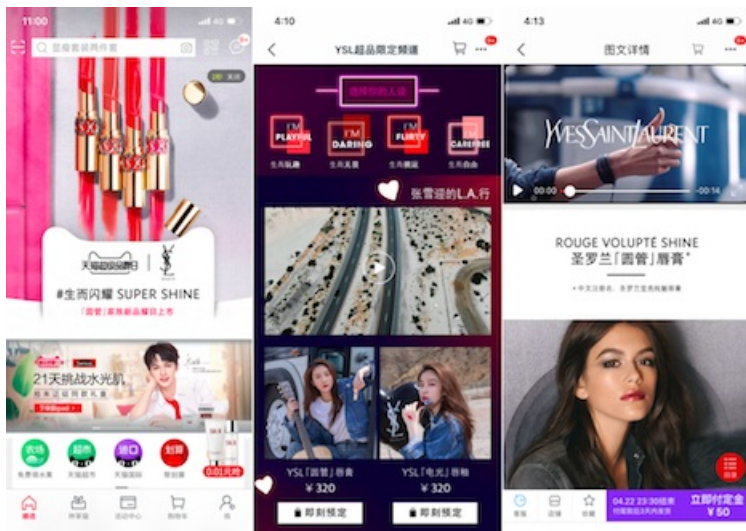
California to China

Tmall cohosted YSL Beauty's party on April 11 during Coachella. Attendees got to see performances by up-and-coming artists such as rappers Lexie Liu and Sunnee Yang.

At the pop-up, dubbed the Lipstation, consumers could try on lipstick via a virtual mirror. YSL Beauty also used the occasion to announce the exclusive launch of lipstick shades on Tmall ahead of their global debut on April 23.

Super Brand Day is a marketing product that creates a miniature version of Tmall's blockbuster Singles' Day shopping festival for a single brand.

YSL held its first Super Brand Day for its debut on the ecommerce platform last year. This resulted in the label breaking the record for the greatest sales by a beauty brand during its first day on Tmall.



YSL Beauty's latest Super Brand Day. Image credit: Alibaba

The brand's Coachella activation helped to drive interest ahead of the latest Super Brand Day, held on April 23.

"Tmall is not just a platform we use to sell products, but we also work together to bring new experiences, new services to our consumers, as we're doing here at the Palm Springs event," said Sebastien Xing, brand director of YSL China, in a statement.

According to new research, 84 percent of all premium beauty brand engagement on Weibo is driven by posts featuring celebrities.

Lancme's and Este Lauder's successful pop idol partnerships are part of what boosted the brands to the top of the firm's "[Digital IQ Index: Beauty China](#)" rankings. In addition to mobilizing famous influencers, the smartest beauty labels are investing in their marketplace visibility and WeChat services.

As an accessible luxury category, beauty is poised to weather any potential slowdown in China, as consumers will continue to scoop up affordable products.

Lipstick in particular is a popular product, especially for gifting. In 2017, lipstick sales climbed 97 percent ([see story](#)).