

FRAGRANCE AND PERSONAL CARE

## YSL Beauty names Euphoria' star as brand ambassador

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Barbie Ferreira for YSL Beauty. Image credit: YSL Beauty

By LUXURY DAILY NEWS SERVICE

France's YSL Beauty has tapped one of the stars of the hit show "Euphoria" as a new brand ambassador as the label appeals to influential Gen Z consumers.

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American model and actress Barbie Ferreira has been named a U.S. brand ambassador for YSL Beauty and will reportedly appear in campaigns for Nu Bare Look Tint foundation, Lash Clash mascara and Black Opium eau de parfum. She joins other YSL Beauty ambassadors such as Zo Kravitz, Kaia Gerber and Dua Lipa.

Pitching Gen Z

Ms. Ferreira was revealed as a new brand ambassador on YSL Beauty's Instagram page.

She currently plays Kat Hernandez on the HBO series "Euphoria," which follows a group of high school students. The show has received critical acclaim and has a devoted following.

[View this post on Instagram](#)



A post shared by YSL Beauty Official (@yslbeauty)

*YSL Beauty praised Barbie Ferreira on Instagram*

Before joining the cast of "Euphoria," Ms. Ferreira began her career as a model for brands such as American Apparel, Adidas and H&M. She also boasts an Instagram following of 4.4 million.

Luxury brands have gravitated to the young stars of "Euphoria" with the hopes of capitalizing on the show's popularity among Gen Z viewers.

Zendaya, the show's Emmy Award-winning lead, has been house ambassador for Italian fashion label Valentino since fall 2020 ([see story](#)). In another youthful push, "Euphoria" costar Hunter Schafer was named a brand ambassador for Italy's Prada in 2021 ([see story](#)).

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