

FRAGRANCE AND PERSONAL CARE

## Krastase embarks on women's empowerment effort for International Mentoring Day

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Krastase's "Power Talks" campaign takes aim at the gender confidence gap. Image credit: Krastase

By AMIRAH KEATON

Luxury hair care company Krastase is celebrating International Mentoring Day with girl power in mind, revealing that more than 1 in 2 women also confess they have been held back because of limiting beliefs.

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The high-end line's marketing team has gone live with "Power Talks," a campaign aimed at closing the gender confidence gap through mentorship, education, and inspiring discussions. The initiative, features shocking stats, celebrity cameos and digital content, a standout nonprofit partnership and a promise to reach more than 15,000 young women worldwide by 2025.

"At Krastase, we believe that a woman doesn't just want stronger hair, she wants to be a stronger woman," said Rosa Carrico, global president at Kerastase, in a statement.

"Our mission goes beyond hair care and it felt natural to work on fighting the confidence gap, to keep on expanding women's potential," Ms. Carrico said. "This echoes my own convictions as well as our brand's values, and it answers a vital need in our societies."

### Sounding the alarm

International research commissioned on behalf of Krastase has found that 74 percent of women report that they think they lack confidence in crucial, career-defining moments.

Yet, Krastase also shares that women who have had a mentor are 74 percent more likely to identify as very self-confident, while youth with a mentor are 130 percent more likely to hold leadership positions.

The findings figures hail from an August 2022 survey, consisting of online interviews of more than 2,500 women across the U.S., China, Brazil, UK and France created a clear path forward. Thus, Krastase's "Power Talks" was born.

Today is **#InternationalMentoringDay** & we are proud to launch **#PowerTalks** in partnership

with Step Up. We are committing to supporting female mentoring programs that aim to bridge the confidence gap in young women: [#KerastaseUSA](https://t.co/6fY7LI8s7u)  
<pic.twitter.com/xMVqLSpSxb>

KerastaseUSA (@KerastaseUSA) January 17, 2023

The brand's initiative, designed for and delivered by women, consists of what Krastase calls "flash mentoring" sessions, wherein mentors and mentees are paired together for skills-based sessions aimed at giving early career confidence a boost.

The short-term sessions are intended to serve as impactful downloads of information, allowing girls in its path to leverage social capital and benefit from the experience of mentors, while simultaneously addressing key barriers around confidence, according to the company.

Backing the campaign is a multi-prong strategy that underlies the campaign. First and foremost to help combat the deficit, a partnership with mentorship nonprofit Step Up was enacted.

The Los Angeles-based 501(c)(3) works to provide structure for all who identify with girlhood, enabling them to define a unique vision of success, while offering support and safe spaces along the way.

"We are grateful for the transformational investment from Krastase that will deliver deeply impactful mentoring connections to Step Up's community of young women who are coming of age in a society that's experiencing a confidence gap," explains Delores Morton, CEO of Step Up, in a statement.

"At Step Up, we believe girls deserve to define and pursue success on their terms," Ms. Morton said. "We're excited to partner with Krastase to together ensure young women across the US benefit from the experiences of mentors to nurture their personal and professional growth."

#### Power in numbers

To raise awareness regarding the initiative and partnership, Krastase has selected four powerful figures, beginning with model and author of "My Body" Emily Ratajkowski, who stars alongside model and philanthropist Ebonee Davis, singer-songwriter Charlotte Lawrence and model Fernanda Ly.

[View this post on Instagram](#)

A post shared by Kerastase (@kerastase\_official)

Acting as role models in their own rights, talents appear alongside each other in digital content, prompting viewers to join forces in finding their respective voices.

Between programming, partnership and the use of popular figures, each pillar of Krastase's social good initiative works to authentically converge brand values and philanthropic goals.

"Power Talks" will start out in the U.S. before expanding to 10 countries, lending a hand to more than 15,000 girls and women by 2025.

"I am delighted to finally be debuting Power Talks by Krastase in the United States," said Guillaume Duez, general manager at Krastase, in a statement.

"So much of the spirit of the Krastase brand is about inspiring confidence in women, which is why we wanted to dedicate our time to conducting research on this topic," he said. "It was then that we learned what a prevalent issue this is for women across the globe, and our new philanthropic mission became clear."

"We're very proud to be partnering with Step Up on this work."

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