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YSL Beauty appoints Lila Moss as US ambassador

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The brand appears to be targeting a younger audience with its latest appointment, having just named British model Lila Moss as its U.S. face. Image credit: YSL Beauty

By LUXURY DAILY NEWS SERVICE

France's YSL Beauty is passing the torch to a new generation.

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The brand appears to be targeting a younger audience with its latest appointment, having just named British model Lila Moss as its U.S. brand ambassador Ms. Moss is the only daughter of supermodel Kate Moss. The junior talent will feature in campaigns for some of the brand's most popular products such as Lash Clash mascara, All Hours Foundation and Rouge Volupt Shine Lipstick.

"We are thrilled for our partnership with Lila and proud to celebrate her bold and confident character," said Laetitia Raoust, general manager of **YSL Beauty USA**, in a statement.

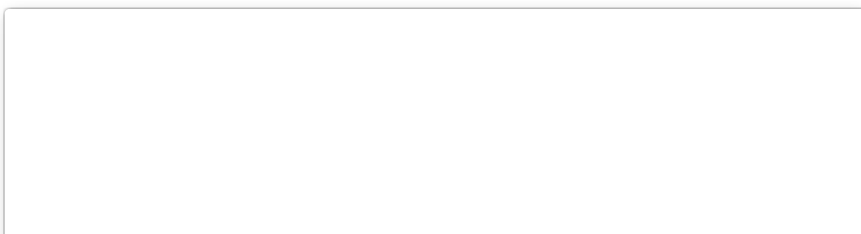
"She captures the power of self-expression and authenticity, and how that can manifest through make up. She represents her generation's beauty and for that, we couldn't be happier to welcome her to the brand."

A new generation

YSL Beauty cites Ms. Moss's own rejection of conventional standards, her confidence and her authenticity behind their motivation to welcome her to the fold.

"I'm so excited to be working with YSL Beauty," said Ms. Moss, in a statement.

"Being authentic and staying true to myself is really important to me and I'm so pleased to help spread YSL Beauty's message of empowerment and self-expression through makeup."



[View this post on Instagram](#)

A post shared by Lila Grace (@lilamoss)

The 20-year-old British model made her fashion world debut in 2020, when she opened Italian fashion house Miu Miu's spring 2021 show at Paris Fashion Week. She has since walked the runway for Versace and modeled for Marc Jacobs Beauty and Fendi.

In 2022, she was nominated for the U.K.'s Fashion Awards' Model of the Year.

This is not the first time that YSL Beauty has dubbed a supermodel's daughter as the face of the brand.

Kaia Gerber, daughter of supermodel Cindy Crawford, was named as the brand's global ambassador in 2018 ([see story](#)).

More recently, global music star Lil Nas X was appointed U.S. beauty ambassador. The brand considered the singer and rapper, who is known for his defiance of gender norms, as representative of the beauty industry's future ([see story](#)).

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