

FRAGRANCE AND PERSONAL CARE

YSL Beauty launches mentorship program, evolving 'Push The Boundaries' platform

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Focused on breaking barriers at all ends of the business, the L'Oreal Luxe operation has quietly launched a new mentorship program. Image credit: YSL Beauty

By AMIRAH KEATON

Evolving an existing initiative, France's YSL Beauty is honoring the pioneering spirit of the fashion house it hails from.

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Breaking barriers at all ends of the business, the L'Oreal Luxe-licensed operation has quietly debuted an update under the umbrella of a long-term project with creatives at its center. Originally established in 2020, the annual effort will result in the amplification of one lucky prizewinning artist and a financial boost from the brand, as YSL Beauty rolls out a new coaching unit under its "Push The Boundaries" empowerment platform.

"New beginnings are taking place all around the world," said Stephan Bezy, international general manager at YSL Beauty, in a statement.

"Some of them are silent; others are more obvious," Mr. Bezy said. "The current situation calls upon us to review our relationship with ourselves and others."

"We want to support these daring code-breakers by empowering their creativity, helping them become even more visible and anchoring them in their own culture, so they can continue to influence others among their community."

Dare to disrupt

Saint Laurent's values in tow, the cosmetics company is setting out to resource the next community of changemakers.

"Push The Boundaries' has been created to empower and support daring people who are surpassing society's limits in order to create change," Mr. Bezy said, in a statement.

The breakout movement's mission is no small task.

Three mentors star in YSL Beauty's programmatic debut

Gathered together on behalf of the **Push The Boundaries Mentoring Program & Prize**, a trio of experts aid six total

candidates in bringing a project of choice to fruition. A collection of docuseries-style videos released under an updated title captures the process.

This year's trio of mentors hail from three relative art realms gaming, DJing and dance are the genres backing a new season of Push The Boundaries.

"I think Push The Boundaries is an incredible project, with YSL Beaut working to support young up-and-coming artists," said Chlo Caillet, DJ, producer and program mentor, in a statement.

"When working with the talent, I'm looking for a great work ethic, an ability to take risks and to listen, to have fun and, finally, to Push The Boundaries within themselves."

Active on interactive livestreaming service Twitch, Isabel Schneider the gaming professional goes by her screen name, "HoneyPuu" and Utah-bred choreographer Jaxon Willard round out the group of guides.

"I love what I do, but it's not easy every day, because there is a lot of toxicity in gaming," said HoneyPuu, in a statement.

Episode one of YSL Beauty's series is now live

"I just try to be as genuine as possible and I want to encourage others to do the same," she said. "I'm excited to see the talent's ideas and projects and share my experience.

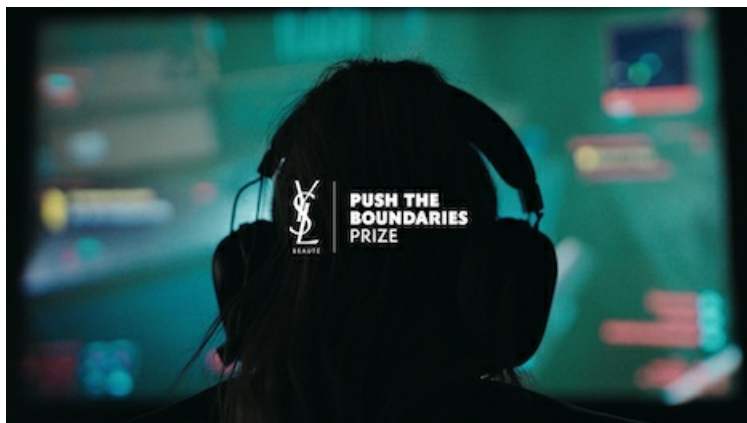
"Gaming culture is always evolving, and I want to support those who Push The Boundaries."

The program's first two episodes focus on the incoming crew. New "Push The Boundaries" editions are to be made available on a weekly basis.

Providing the blueprint for actionable change, YSL Beauty manages to transition meaningful conversations into offline action with the introduction of the Prize. Recipients will primarily be selected by the public.

A 70/30 split in final votes lends the smaller portion to a panel of experts from around the globe, involving house dancer Miyu, esports commentator Feng Yu, or "Rita," and designer, DJ and model Agathe Mouglin.

Opened May 17, a forum hosting digital polling will remain live through June 5 at ptb-prize.com.



Push The Boundaries Prize recipients will primarily be selected by the public. Image credit: YSL Beauty

In the meantime, YSL Beauty's representatives have been entrusted with the collective mission of advancing the foundation upon which "Push The Boundaries" is built.

"I think it's important to be part of the Push The Boundaries Prize because it is such a big opportunity for artists to explore what they want to do, where they get the chance to feel seen, to feel heard, and ultimately, to explore something new," said Mr. Willis, in a statement.

Beauty means business

Of the concept's current iteration, YSL Beauty's Mr. Bezy asks, "What if we could push the boundaries and accompany people who move society forward, just as Monsieur Saint Laurent did?"

Coincidentally, the department is the sole affiliated property to have avoided a partial removal of the founding designer's full name the decision to reform the base brand's designation took shape in 2012, accompanying the onboarding of former creative director Hedi Slimane.

Even as instrumental shifts hit the beauty marketplace and some consumers skew toward the DTC companies

coming for their share of profits, it seems that the Saint Laurent association is worth its weight in gold, as far as its licensing partner is concerned.

Balancing a rich heritage with moves that have arguably allowed the giant to bask in a more progressive image than peers wielding a similar business structure, YSL Beauty continues to pivot.

YSL Beauty teasers profile Push The Boundaries participants

Affronting gender norms, audiences may recall the appointment of American musician Lil Nas X to an ambassador post in August 2022 ([see story](#)).

Of its spokespersons, YSL Beauty strikes a balance, maintaining a close connection with fashion industry heavyweights as well. Bestowed the same title near the top of the year, Lila Moss arrived at the house with an undeniable level of inherited social cachet, with a sizable following to match ([see story](#)).

All the while, YSL Beauty has carried on with uplifting trailblazers and trendsetters on a yearly basis.

In 2023, the campaign is enhanced with an economic enfranchisement model, plus mentoring, as Push The Boundaries enacts an approach that mimics the precision offered by the very products that drive the brand today.

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