

FRAGRANCE AND PERSONAL CARE

## YSL Beauty platforms multi-faceted masculinity for 'Myslf' campaign

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*Each of the selected talents is said to bring a new, unique aspect to the campaign and the concept of masculinity itself. Image credit: YSL Beauty*

By ZACH JAMES

France's YSL Beauty is enlisting five new ambassadors for its latest men's fragrance drop.

Canadian actor Finn Wolfhard, American musician Steve Lacy, American actor Hunter Doohan, American TikTok personality Noah Beck and rapper Miles Parks McCollum, known professionally as Lil Yachty, star in the next chapter of a campaign for a recent release. Though the "Myslf" scent was unveiled earlier in 2023, this latest advertisement purely targets the Gen Z audience, using social media as a medium to explore the concept of manhood.

"We are thrilled to enhance our connection to today's American Gen-Z audience with 5 insightful voices," said Emilie Poisson, general manager at YSL Beauty US, in a statement.

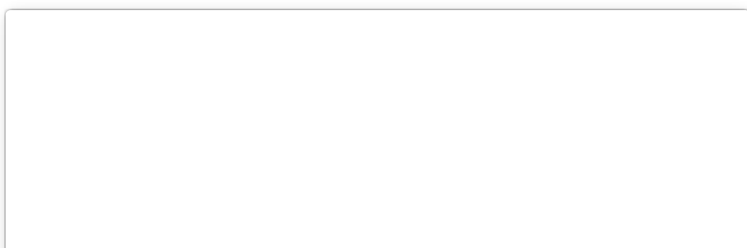
"With Finn, Lil Yachty, Hunter, Steve and Noah, we celebrate those who are boldly themselves," Ms. Poisson said. "Dynamic, talented, and unapologetic, it's an honor to work with them to explore all new masculinity facets."

### Five faces

Each of the selected talents is said to bring a new, unique aspect to the campaign and its discussion of gender.

It should be noted that the five men have sizable online followings and fanbases. Many of these include the Gen Z audience, making the men apt ambassador appointments for a social media-focused push.

The campaign's tagline of "Myslf, no matter what," is echoed by each of the brand's representatives in posts across their Instagram pages. Individuality rather than stereotypical masculinity is highlighted, with diversity and self-expression at the core of every visual.



[View this post on Instagram](#)

A post shared by Steve Lacy (@steve.lacy)

Mr. Lacy, a 25-year-old musician from California, went viral on TikTok in 2022 with the release of his song "Bad Habit," catapulting his unique sound and voice into the mainstream.

At this point, the artist has a combined 5 million followers between his Instagram and TikTok accounts, and 28 million monthly listeners on Spotify.

According to the brand, Mr. Lacy represents "rawness" thanks to his ability to remain down to earth while simultaneously achieving great heights of personal success in music, art and fashion.

"Life is too short to worry about what other people think, how they will react," said Mr. Lacy, in a statement.

"I live in the moment," he said. "Myself no matter what."

[View this post on Instagram](#)

A post shared by Noah Beck (@noahbeck)

Mr. Beck, a former college athlete who gained a large following during the pandemic before finding further success following his relationship with fellow social media darling Dixie D'Amelio, is said to bring an air of vulnerability to

the push. Having had to answer questions about his sexuality in the past after dressing androgynously for photo shoots and dancing provocatively on stage Mr. Beck is no stranger to opening up to his massive fanbase of nearly 34 million TikTok followers.

In a statement, he states that being "confident, resilient [and] strong" while also remaining vulnerable is just who he is, adding an additional non-traditional aspect of masculinity to the campaign.

Lil Yachty whose real name is Miles McCollum brings an aspect of authenticity to the slot. Standing out from his peers in the rap world while gaining recognition from critics and producing game-changing beats for his and his collaborators' records, the multi-faceted talent is unabashedly himself.

"I am a step apart and a step ahead," said Mr. McCollum, in a statement.

"Being me, it's all I know, and it's gotten me to where I am."

*Austin Butler stars in "MYSLF - The New Statement In Fragrance" by YSL Beauty*

To debut the overall campaign, YSL Beauty looked to Oscar-nominated actor Austin Butler, a fellow icon to Gen Z audiences due to his titular role as Elvis Pressley in the 2022 film as well as his appearances on children's shows in the mid-2000s, mainly "Hannah Montana" and "Zoey 101." Mr. Butler is said to represent the complexities of the modern man within the campaign, being "sensitive and authentic, confident but approachable and effortless but complex."

"I was honored to be asked to join the YSL Beauty family", said Mr. Butler, in a statement.

"Over the last few years, I've spoken with people who knew Mr. Saint Laurent," he said. "He broke through labels; he was a rebel, and I love that about him.

"I feel privileged to be a part of the heritage he set in motion."

Streaming superpowers

Among the five new appointments, Mr. Wolfhard and Mr. Doohan are given roughly the same role by YSL Beauty, representing "freedom," not being tied down to a single definition.

Both actors share another similarity as well both rose to superstardom following breakout roles in Netflix productions, starring in "Stranger Things" and "Wednesday," respectively. Both shows are among the best-performing television programs of all time and have rabid online fanbases, making their stars key targets for luxury brands to feature with their products.

[View this post on Instagram](#)

A post shared by Finn Wolfhard (@finnwolfhardofficial)

Regulars from the above shows have been popping up in luxury slots for a while, starting in the summer of 2022, coinciding with the release of the most recent season of "Stranger Things." British actress Millie Bobby Brown, who stars as Eleven in the series, was featured in her first luxury campaign for French fashion house Louis Vuitton, sporting its spring/summer eyewear collection ([see story](#)).

While the many famous faces from the drama-science fiction program weren't featured in French fashion house Balmain's collaboration with the streaming giant, the series was the main draw and inspiration for a limited edition drop last November ([see story](#)).

In April 2023, actors from "Wednesday" and "Stranger Things" appeared in French fashion house Dior's beauty division's "Gris" initiative, including Joseph Quinn, Maya Hawke and Wednesday herself Jenna Ortega ([see story](#)). The next month, American actor Caleb McLaughlin, best known for his leading role in Netflix's "Stranger Things," became an ambassador for Dior Beauty as well ([see story](#)).

[View this post on Instagram](#)

A post shared by Hunter Doohan (@hunterdoohan)

While neither series is expected to return any time soon, with the WGA and SAG-AFTRA strikes prolonging already lengthy pre-production schedules, luxury will have to wait to enter the Upside-Down or Addams Family Mansion for as long as the series fans.

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