

FRAGRANCE AND PERSONAL CARE

Valentino Beauty, Her Campus Media partner for West Coast tour

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Through a new partnership with Her Campus, Valentino Beauty is coming to the University of California at Los Angeles (UCLA) on Oct. 12 and 13, Image credit: Valentino

By LUXURY DAILY NEWS SERVICE

Italy's Valentino Beauty and college marketing company Her Campus Media are coming together for an immersive event on wheels.

The makeup brand is renewing a traveling pop-up, which took place throughout Texas during the summer of 2023. Through a new partnership with Her Campus, Valentino Beauty is coming to the University of California at Los Angeles (UCLA) on Oct. 12 and 13, allowing locals to get hands-on time with the high-end product line aboard a pink double-decker bus.

"We view Her Campus Media as the unsurpassed leader when it comes to reaching Gen Z," said Nobles Crawford, assistant vice president of consumer activation and luxury beauty at [Valentino Beauty](#), in a statement.

"They're the experts on connecting brands with Gen Z in an authentic and organic way," Mr. Crawford said. "By partnering with Her Campus Media in this activation, we'll be able to harness and leverage the incredible reach of UCLA's Her Campus chapter, its passionate student ambassadors and on-campus influencers."

Reaching younger audiences

Valentino Beauty's mobile event eyes college-aged audiences on the West Coast. Students can soon touch base with the luxury brand, trying out new beauty products during a social media-friendly, themed experience.

Leading up to the launch, on-campus groups will seed products on the ground, inviting students, sororities and other influential on-campus collectives to pass out products, encouraging trial and the creation of user-generated digital content.

Allowing Gen Z to test out Valentino Beauty is a strategy that seems to be working. The tour follows a sampling program from the cosmetics company and its partner that led to recipients logging more than 400 review entries onto LVMH-owned beauty retailer Sephora's site for the label's new lip product, "Liquirosso."

Her Campus Media shares that UCLA is only the first stop.



This year, American actress Florence Pugh added an ambassadorship with Valentino Beauty to her role as the face of the Italian fashion brand. Image credit: Valentino

“Our recent GenZology research found that 92 percent of Gen Z women purchase products after sampling, and that’s why in-person product experiences are so critical to driving adoption with this important cohort,” said Windsor Western, cofounder and president of Her Campus Media, in a statement.

“Creating engaging moments for students with this luxury brand will be the foundation for generating positive awareness for Valentino Beauty within this highly coveted audience,” Ms. Western said. “The West Coast bus tour is so unique because it represents the first time Valentino Beauty will be interacting with Gen Z on their own turf a college campus.

“We are extremely excited to tap into our highly engaged community at UCLA, powering on-the-ground student ambassadors and influencers to help Valentino Beauty bring this new, younger consumer into the fold for the iconic brand.”

This is not the only time this year that Valentino has looked to appeal to young customers, embracing the metaverse ([see story](#)) and tapping talents under 30 to star in campaigns filled with “Barbiecore” pink ([see story](#)) in 2023 alone.

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