

FRAGRANCE AND PERSONAL CARE

YSL Beauty names Dua Lipa as global makeup ambassador

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The brand blacked out its Instagram account to tease the appointment. Image credit: YSL Beauty

By LUXURY DAILY NEWS SERVICE

France's YSL Beauty is launching a new hero franchise as it expands an existing celebrity partnership.

Announced today, British-Albanian singer Dua Lipa is now the label's global makeup ambassador. The artist will begin her role by starring in a campaign to advertise the Candy Glaze lip gloss as part of the new Loveshine collection, dropping in mid-March 2024.

"Dua Lipa brings an electrifying energy to our brand, inspiring women to not just wear makeup, but to make a statement about who they are and what they stand for," said Stephan Bezy, international general manager at **YSL Beauty**, in a statement.

"Her influence is a celebration of individuality, a statement of empowerment, encouraging everyone to embrace their unique beauty with confidence."

Dance the night away

Over the weekend, YSL Beauty blacked out its Instagram account to reveal the new appointment.

As of yet, its prior posts have not been restored. At the time of publication, three posts are available: two teasers and the full announcement.



The artist has had a Billboard Top 10 hit almost every year since 2017. Image credit: YSL Beauty/Elodie Daguin

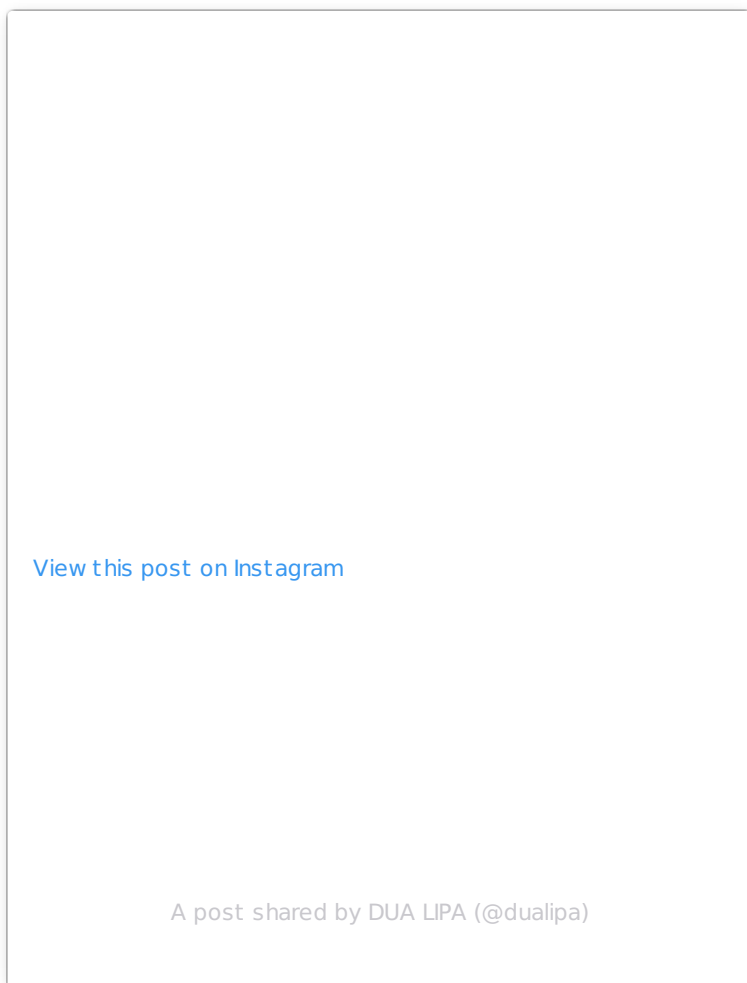
Ms. Lipa is a powerhouse talent, having won several Grammys and featured on the soundtrack for this past summer's blockbuster, *Barbie*. Her Instagram account carries nearly 90 million followers, almost eight times the amount that YSL Beauty's count of 11.3 million.

"For me, fragrances and makeup are another form of self-expression, a way to explore my playfulness, my creativity and my individuality," said Ms. Lipa, in a statement.

"I am thrilled to be on this journey as part of the YSL Beauty family."

Ms. Lipa will help launch the YSL Loveshine product line, due to drop on March 15, 2024, online and in stores. A national rollout will occur in the next month in April for a selection of nude shades.

The collection will include three formulas, including Candy Glaze and the new YSL Loveshine Lip Oil Stick, among others.



In this first wave, a campaign starring the singer will hit YouTube, paid social media channels, digital platforms, television and OOH.

Shot by director Nathalie Canguilhem in Morocco, a country that plays a key role in the brand's beauty developments, the imagery was filmed only miles from the YSL Beauty Ourika Community Gardens ([see story](#)). The slot showcases Ms. Lipa's confidence, a characteristic that the maison states was key in her appointment.

She is proving to be a luxury staple, serving as an ambassador for several brands outside of YSL Beauty, including British automaker Jaguar ([see story](#)) and Italian fashion house Versace ([see story](#)), among others.