



SAINT LAURENT
PARIS

YSL Loveshine Collection – Creative Exercise

This project is a personal creative study inspired by the YSL Loveshine Collection, a line of lipsticks that celebrates radiance, individuality and contemporary elegance. The beauty industry, and particularly the world of luxury cosmetics, has always relied on striking visual campaigns that are able to evoke not only the qualities of a product but also the lifestyle and philosophy behind a brand. YSL Beauty is a benchmark in this field, known for its bold contrasts, its iconic black and gold palette, and its ability to merge timeless elegance with a provocative and modern edge. I chose to focus on the Loveshine lipstick as a creative subject because it is emblematic of these values. It is not simply an object of beauty but a symbol of empowerment, light and desire. In approaching this project I set myself a challenge. How could I, as an independent creative professional, recreate the atmosphere and sophistication of a high end campaign without the large scale resources normally required for a luxury production. The answer came through experimentation. By building the visual narrative with AI generated imagery as a foundation, then carefully refining and enhancing each element with traditional design tools, I was able to achieve a result that feels coherent with the YSL aesthetic while still carrying my personal artistic signature.

Creative Process

I started by researching YSL Beauty campaigns to understand their aesthetic language based on bold contrasts of black and gold, vibrant reds and pinks, cinematic lighting and a refined provocative tone. From this foundation I created a moodboard to define the atmosphere I wanted to achieve. I then generated multiple images of the Loveshine lipstick using AI, experimenting with textures, reflections and compositions that could evoke luxury and sensuality. These raw AI outputs were carefully refined with Photoshop and Illustrator to achieve visual consistency, while Premiere allowed me to edit and assemble the final sequence with an editorial approach. The combination of AI creativity with professional post production resulted in visuals that are both experimental and coherent with the YSL brand identity.

Concept and Storytelling

This project demonstrates how AI combined with classic creative software can open new possibilities for storytelling in the luxury sector. The lipstick is represented not only as a cosmetic product but as a symbol of empowerment and desire. The narrative revolves around transformation. A lipstick is not just an accessory but the starting point of a story where beauty, strength and identity.









