

Miley Cyrus Becomes Maybelline's Global Ambassador

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Maybelline New York has officially named Miley Cyrus as its **new global brand ambassador**. On September 24, 2025, the music icon was unveiled in a campaign that bridges nostalgia and reinvention. This collaboration marks a long-term partnership between Cyrus and the cosmetic giant.

The Jingle Reinvented

One central feature of the campaign is Cyrus reimagining Maybelline's iconic "Maybe it's Maybelline" jingle. She infuses the jingle with her own voice, bringing a sense of both intimacy and boldness. The move is meant to celebrate the brand's heritage while giving it a fresh twist for today.

Why Miley Cyrus

Maybelline praised Cyrus as more than a singer; they call her a "muse of modern beauty." Her creativity, authenticity, and influence across generations align with Maybelline's values of self-expression and evolving beauty. She stated that the partnership feels personal, because she has loved Maybelline since childhood.

Campaigns and Products

Cyrus will feature in major upcoming launches, including a new colour collection and the viral **Sky High mascara**. The first campaign will roll out across TV, digital, social media, and in-store activations starting this month. She will also be visible in visuals and ads that emphasize expressive makeup and performance.

Brand's Perspective

Sandrine Jolly, Global Brand President of Maybelline New York, commented that Cyrus brings both strength and sensitivity to beauty. According to Jolly, Miley's "deeply personal lens to beauty" makes her a fitting face for this era of the brand. Maybelline emphasises that they seek to push boundaries and merge performance and authenticity

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