

Charlotte Tilbury Becomes an Official Partner of the F1 Academy

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Makeup brand *Charlotte Tilbury* enters its first ever global sports sponsorship by becoming an official partner of the F1 Academy in the upcoming 2024 season.

What is the F1 Academy?

Founded in 2023, the F1 Academy is a new project designed to encourage, develop, and prepare young female drivers to progress into higher levels of motorsport (i.e. Formula 1), by helping them get into Formula 3 and thus officially join the *Road to F1*. The program is founded and managed by [Susie Wolff MBE](#), who, since retiring from driving in 2015, has stayed in the racing world through different managerial positions.

Why a Makeup Brand?

We've seen a makeup sponsorship before; in November of 2023, the brand *Anastasia Beverly Hills* picked up Formula 4 driver Bianca Bustamante - who was only 18 years old at the time - to be their first ever athlete ambassador. However, *Charlotte Tilbury* will be sponsoring the entire organization of the F1 Academy, not just a specific driver.

Tilbury herself has been known to use the phrase “makeup your destiny”, which directly aligns with the views of the Academy regarding strength, perseverance, and female empowerment. Female drivers are already increasing diversity and representation in a male-dominated industry, which is inspiring an entire generation of new racers. This, along with being backed by a brand who consistently works to help women feel like the best versions of themselves, will only help the future of motorsport. It will be seen as a message to young girls everywhere that you can compete with the boys, and you can look good while doing it.

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