

INTERNET

YSL Beauty exudes magnetism, confidence in men's fragrance effort

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YSL Beauty L'Homme Ultime for men

By JEN KING

YSL Beauty is embodying the pillars of modern masculinity with the release of L'Homme Ultime, a new cologne for men.

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The new fragrance joins the L'Homme range that launched in 2006, and was shared with YSL Beauty enthusiasts through an email blast, garnering attention through its subject line stating that the scent will be exclusive to the brand's United States Web site. By phrasing its email as an exclusive, consumers may be more inclined to view the message and explore YSL Beauty's latest offering.

"The format of this enewsletter is good because it follows the basic principals of social media," said Romey Louangvilay, chief curator and director of digital marketing at [Curate Directive](#), New York.

"The hero image captures the attention of the audience, and then as users continue to scroll down, YSL tells the brand story behind the new scent," he said. "You learn that it's for the modern man at first and then learn more about the scent. The video at the end summarizes the story and completes it for viewers."

Mr. Louangvilay is not affiliated with YSL Beauty, but agreed to comment as an industry expert.

Modern muse

YSL Beauty first introduces a campaign image for L'Homme Ultime with a black-and-white image of a man in a dress shirt, sleeves rolled to the elbow to expose his tattoos, sitting in an open convertible. A bottle of L'Homme Ultime is positioned along the side of the image.



Web content for YSL L'Homme Ultime

In the next section, YSL explains L'Homme Ultime as an "arc of the modern man, told through an iconic fragrance." Accordingly, the bold fragrance is meant as a statement to embody "the pillars of masculinity today" which include magnetism, confidence and style.

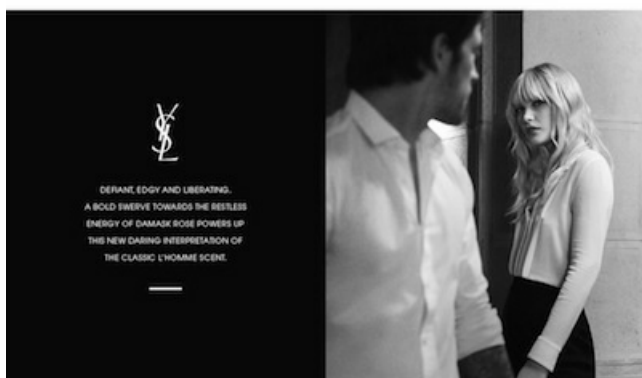
Further down YSL shares a few notes of L'Homme Ultime, which include sage and woods. A larger image of the cologne bottle shows off the gray-blue juice within.

Below this, consumers can either follow a "shop now" prompt or click to view the L'Homme Ultime campaign video, both of which land on the YSL Web site.

The campaign for the fragrance is a nearly three minute film that begins with a man in his apartment taking notes in a small notebook. Shirtless, he stands and gazes out the window of his home before turning away and reappearing fully clothed in the next frame.

Next, the viewer watches as he leaves his room and exits into the hall where he passes a blonde woman, who notices that his door was left ajar. As the man leaves the building, the camera shows the woman entering the apartment and snooping around the space, finding a guitar.

BACKSTAGE



Web content for YSL L'Homme Ultime

The following scenes show the man driving a vintage white Mercedes down the streets of Monaco while the woman remains in his room going through his belongings, which include a bottle of YSL Beauty's L'Homme Ultime. While he drives, the woman tries on his suit jacket, and at this moment the camera returns to the man as he checks his blazer's pocket for his notebook.

Upon his return to grab his notebook, he finds his bottle of L'Homme Ultime on his bed when previously it was on his dresser near his diary. The woman is then seen in the corner of the frame, looking back at him still dressed in the suit jacket as the video ends.

YSL Beauty's campaign video for L'Homme Ultime was directed by Colin Tilley. The soundtrack "Blouson Noir" by AaRON was produced as an original for the campaign.

L'Homme Ultime by Yves Saint Laurent, 2'40" director's cut

"The video does a good job at capturing their vision of the modern man - which is someone who's well traveled, has a good sense of style, and enjoys the finer things in life," Mr. Louangvilay.

"And of course, their version of the modern man attracts the beautiful woman," he said. "It's clear on the image and story that YSL is telling in the video on who the customer base is, or should aspire to be like."

Since the campaign plays on YSL Beauty's Web site, consumers have easy access to additional information about the cologne and are able to make a purchase or explore the brand's other beauty offerings.

A bottle of YSL Beauty L'Homme Ultime can be bought exclusively on the YSL Beauty Web site for \$104. The scent was created by Anne Flipo, Dominique Ropion and Juliette Karagueuzoglo.

Making sense of scents

Popular fragrances are often subject to various interpretations that retell the fragrance's story in new and provocative ways. This can be done by reinventing the bottle that houses the juice, or the juice itself.

Each year, Yves Saint Laurent, for example, retools the bottle design of its Paris Premiere Roses fragrance, an offshoot of its signature Paris scent. By reinvisioning the bottle's appearance on a yearly basis, the fragrance becomes a collectors item that is anticipated by perfume aficionados and brand enthusiasts. ([see story](#)).

Also, French fashion house Christian Dior wrote a new narrative for its Poison fragrance line in a bid for a younger demographic's interest.

Developed by Francois Demachy, Dior's Poison Girl is a new addition to the Poison fragrance range, offering a "sweet floral, scandalously delicious" scent for women with an "alluring and nonchalant femininity." Using a sultry New York party as a backdrop, the Poison Girl campaign taps into social media culture while exploring the uninhabited femininity of today's modern woman ([see story](#)).

While fragrance narratives often take on abstract storylines to evoke a scent's ingredients, an effort with a clearly defined story may do more to connect with target consumers.

"The video and campaign are beautifully executed," Mr. Louangvilay said. "The story and target consumer are clear and the vision stays true to YSL's brand positioning.

"The only minor suggestion would be for the woman to smell the cologne in the video and then smell the blazer she puts on to show a stronger connection to the fact that she's attracted to the scent as well," he said.

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