

FRAGRANCE AND PERSONAL CARE

## YSL Beauty dares consumers to fall head over heels in love

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*YSL Beauty Mon Paris fragrance campaign*

By SARAH JONES

YSL Beauty is bottling up the feeling of a contemporary, euphoric love affair free from convention with an alluring campaign for its latest women's scent.

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The launch campaign for Mon Paris draws from the French city's position as the place for lovers, inviting the viewer to succumb and let a vertigo-inducing romantic tale take hold of them. Giving consumers a firsthand experience of what this high-energy love feels like, YSL Beauty created a 360-degree video that depicts a race through Paris.

"Paris, the eponymous city of love, the most efficient communications platform for anything related to romance," said David Benattar, CEO of [Hyperbolic](#), a New York-based creative agency.

"YSL makes a clever use of its city, and that just makes sense," he said. "The rich media content, the integration of sampling, social media and one click to purchase shows the work of a sophisticated marketer."

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

[YSL Beauty](#) was unable to comment directly before press deadline.

### Modern Love

YSL Beauty's one-minute campaign film for Mon Paris opens with the couple, played by Crista Cober and Jrmie Laheurte, standing in front of the Eiffel Tower. As the couple turns, the camera's orientation shifts, turning the landmark and the embracing lovers sideways.

The scene changes, and the couple is seen kissing and running through a subway station, laughing as they do so. Other vignettes catch them dancing at a nightclub or flirting through a chain link fence.

At the end of the film, the couple finds themselves on a rooftop overlooking Paris. She removes her necktie and holds it in her hand, another indication of the lovers' carefree romance.

### *Mon Paris - Yves Saint Laurent*

YSL Beauty's short film was the work of creative duo We Are From L.A., who won a Grammy award for the music video to Pharrell Williams' "Happy."

The print campaign, shot by Billy Kidd, captures the pair on the rooftop of the Opra Garnier, a spot typically

inaccessible.

On YSL Beauty's Web site, consumers can explore the campaign and fragrance further.

Here, they can watch a 360-degree film that plunges the viewer into the same settings seen in the campaign film. As the camera speeds from scene to scene, the user's virtual movement induces a sense of vertigo, allowing them to live out the same head over heels feeling as the on-screen couple.

*Mon Paris Yves Saint Laurent Love Vertigo 360*

Situated on a backdrop of a 360-degree still from atop the opera house, consumers can read narratives describing the campaign and become acquainted with the people and place behind the effort.



*Guests at the Mon Paris launch event donned virtual reality headsets*

Mon Paris, developed by master perfumers Olivier Cresp, Dora Baghriche and Harry Fremont, is an subverted take on a traditional chypre, turning the note structure upside down. The scent opens with accords of bergamot, raspberry and strawberry and a note of pear, creating a bright fragrance.

The heart is grounded with patchouli, with a peony accord and jasmine bringing a feminine touch. A musk, typically used only in the dry down of a chypre, has a stronger presence, interacting with the other scents from initial spray.

To house the pink juice, bottle designer Catherine Krunas was inspired by drawings of lavallires, or the pussycat bow tied onto many blouses in YSL's history. This is translated in a black bow at the neck of the bottle.



## *Mon Paris bottle*

A rectangular, solid bottle calls to mind the shape of Le Smoking, with the top of the glass curved to mimic the shoulders of a woman.

The scent will be available across the United States in July.

"YSL probably spent a fair amount of time testing the acceptability of the scent," Mr. Benattar said. "And its narrative about the reversed Chypre sent structure is attractive for the young modernists who search for a touch of rebellion in their day routine. It's YSL and it's well done."

## Surround sight

For fragrance and other products that rely heavily on senses besides sight and sound, 360-degree videos offer a way to communicate in a more engrossing way through film.

For instance, French atelier Chanel is encouraging adventurous and active males to dive, glide and slide in a push for its Allure Homme Sport fragrances.

The fragrance campaign encourages men to "own the experience" through the use of 360-degree videos housed on its Web site as well as its branded YouTube channel. With limited product offerings for male consumers, Chanel must capture the spirit of its intended consumers in a relatable way, playing to interests rather than its brand infamy ([see story](#)).

Also, LVMH-owned cognac maker Hennessy is illuminating the complexities that exist within its X.O through a multi-chapter journey.

For "Each Drop of Hennessy X.O is an Odyssey," the spirits brand worked with director Nicholas Winding Refn to craft a cinematic commercial that brings the sensation of a sip to life. Further immersing consumers in the experience, Hennessy has released corresponding 360-degree videos, enabling them to step inside the campaign and the film crew's shoes ([see story](#)).

"360-degree videos, virtual reality, augmented reality, are all the buzzwords of the current marketing affairs," Mr. Benattar said. "We'll see more of this and more as Samsung, Oculus, Microsoft on the tech side, and the New York Times and numerous brands and publishers are pushing the boundaries of these new media forms.

"For now, its gets eyeballs, it has undeniable cool factor," he said. "Let's enjoy it."