FRAGRANCE AND PERSONAL CARE

YSL Beauty flaunts bold fragrance in electric nighttime tale

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Edie Campbell for YSL Beauty's Black Opium

By SARAH JONES

YSL Beauty is urging consumers to hold onto their wild tendencies with its latest promotions for its Black Opium scent.

Model Edie Campbell, who has been the face of the fragrance since 2014, reprises her role as an "urban restless huntress" who will not stop until she gets what she wants. Recurring spokesmodels offer brands the opportunity to build further on an established character.

YSL Beauty was unable to comment directly before press deadline.

City as playground

YSL's Black Opium spot directed by Harmony Korine opens by following Ms. Campbell down a brightly lit street to the soundtrack of Emma Louise's "Jungle." In her typical tomboy aesthetic, she wears heels with skinny pants and a blazer, a modernized version of Saint Laurent's classic Le Smoking, with her eyes rimmed in black.

She leaves the street and descends a dimly lit staircase, emerging in passageway that is surrounded by an aquarium.

Image from YSL Beauty's Black Opium campaign

Now in a club, she is shown lounging alone and in the throng. As she dances with friends, a man to the side catches her attention. After a passionate kiss, he slips a key to her across the bar.

Taking the key, she exits the club, leaving her new romantic interest behind as she hops aboard a motorcycle and speeds away through the city.

The key's use is then seen, as she inserts it into an elevator to gain entry to a restricted level. As she ascends in the glass-walled elevator, the city's skyline becomes more visible behind her.

Once she reaches her floor, she enters a secretive party where she meets another man. She approaches him, and as they stand staring at each other for a moment, she grabs a bottle of Black Opium out of his hand, walking away after she has retrieved what she came for.

Black Opium Yves Saint Laurent The Feminine Fragrance

The final shot shows the model finding a secluded spot and spraying the scent on her neck, relishing the fragrance.

Extending the impact of the film, YSL Beauty has shared a series of posts on Instagram. These continue the electrifying theme, with illuminated sayings such as *#GoGetThoseThrills*.
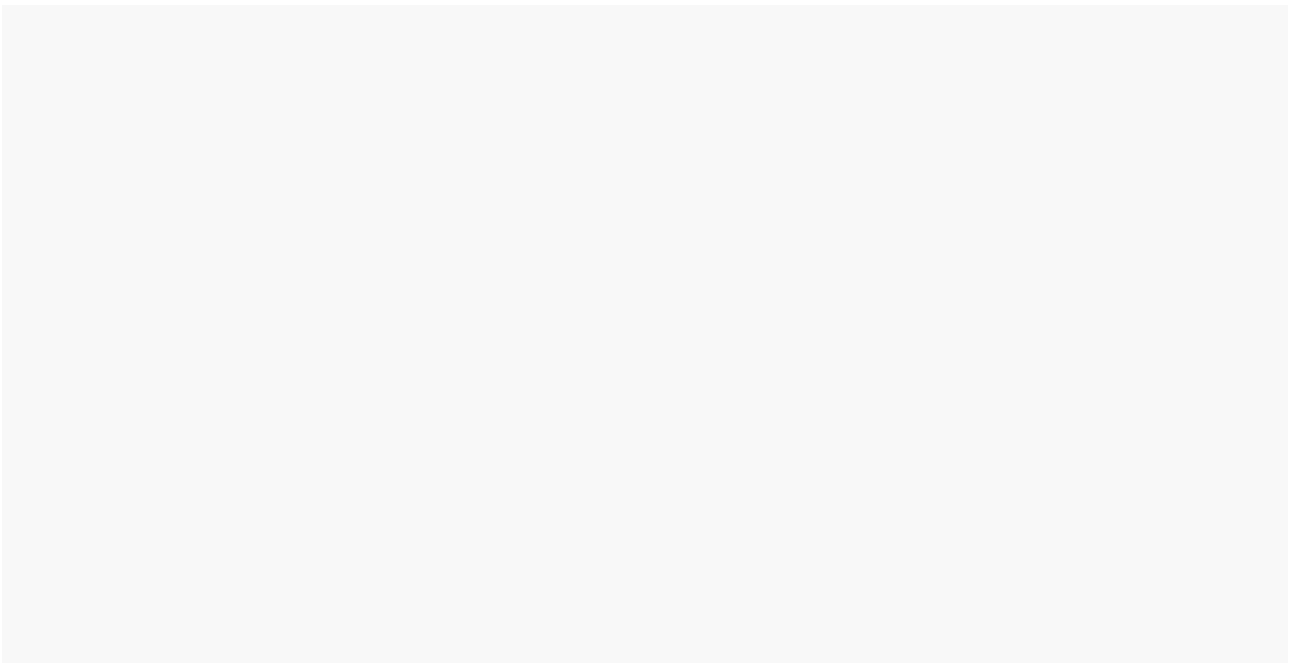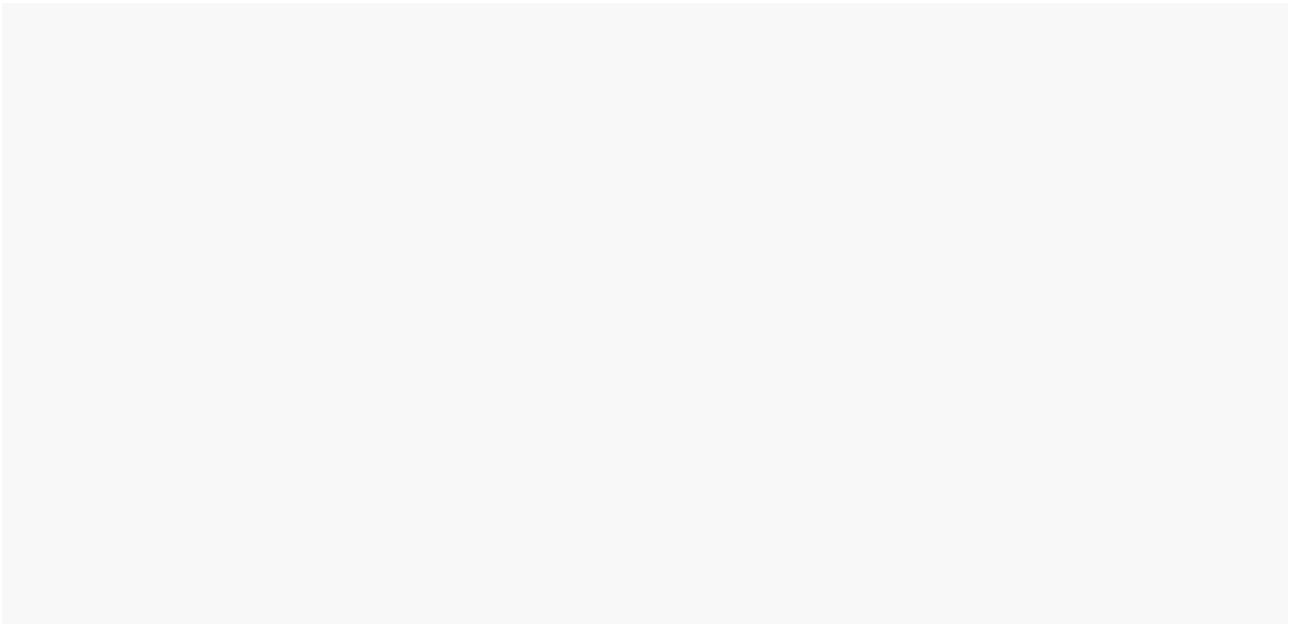
Combining black coffee, white florals and vanilla, Black Opium is designed as an enigmatic scent with a glam rock attitude. The bottle's glittery black surface recalls an urban environment, while the bottle's center holds a rosy label.

Familiar faces

Other brands have attached a single face to a fragrance collection, taking the opportunity to tell continuing stories.

For instance, Christian Dior celebrated independent women through a narrative twist in a campaign effort for the Miss Dior fragrances.

Directed by Anton Corbijn, the campaign reprised actress Natalie Portman's role as Miss Dior to tell "the story of a singularly beautiful and inspiring woman taking the boldest of steps toward a future wholly hers." The campaign for spring 2015 featured a "brand new, bolder-than-ever Miss Dior" as the character, played by Ms. Portman, prepares for her wedding (see story).

Also, French fashion house Chanel revived interest in its Coco Mademoiselle fragrance with a social video that plays with the brand's feminine and sophisticated codes.

Chanel's Coco Mademoiselle campaign starred ongoing fragrance ambassador Keira Knightley in a James Bond-esque role was not debuted by the brand. Interestingly, fashion publications such as British Vogue and Elle and news outlets such as The Telegraph and The Huffington Post featured the social film on their Web sites days before Chanel included it on its own digital spaces (see story).