

FRAGRANCE AND PERSONAL CARE

YSL Beauty shows different view of Paris while touting new fragrance

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YSL Beauty's campaign for Mon Paris

By BRIELLE JAEKEL

Fashion label Yves Saint Laurent is evoking the dizzy feeling of falling in love with its latest multi-platform campaign for a new scent that takes a panoramic approach.

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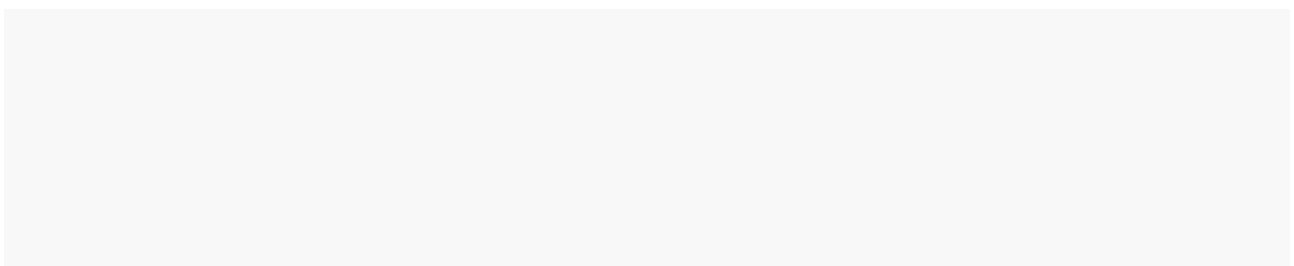
Mon Paris Eau De Toilette, YSL's newest scent, is being touted by the brand through a series of videos that span a multitude of platforms, with an additional 360-degree film. The campaign is hoping to elicit the feeling of losing gravity through the heightened feeling of love that comes with the new scent.

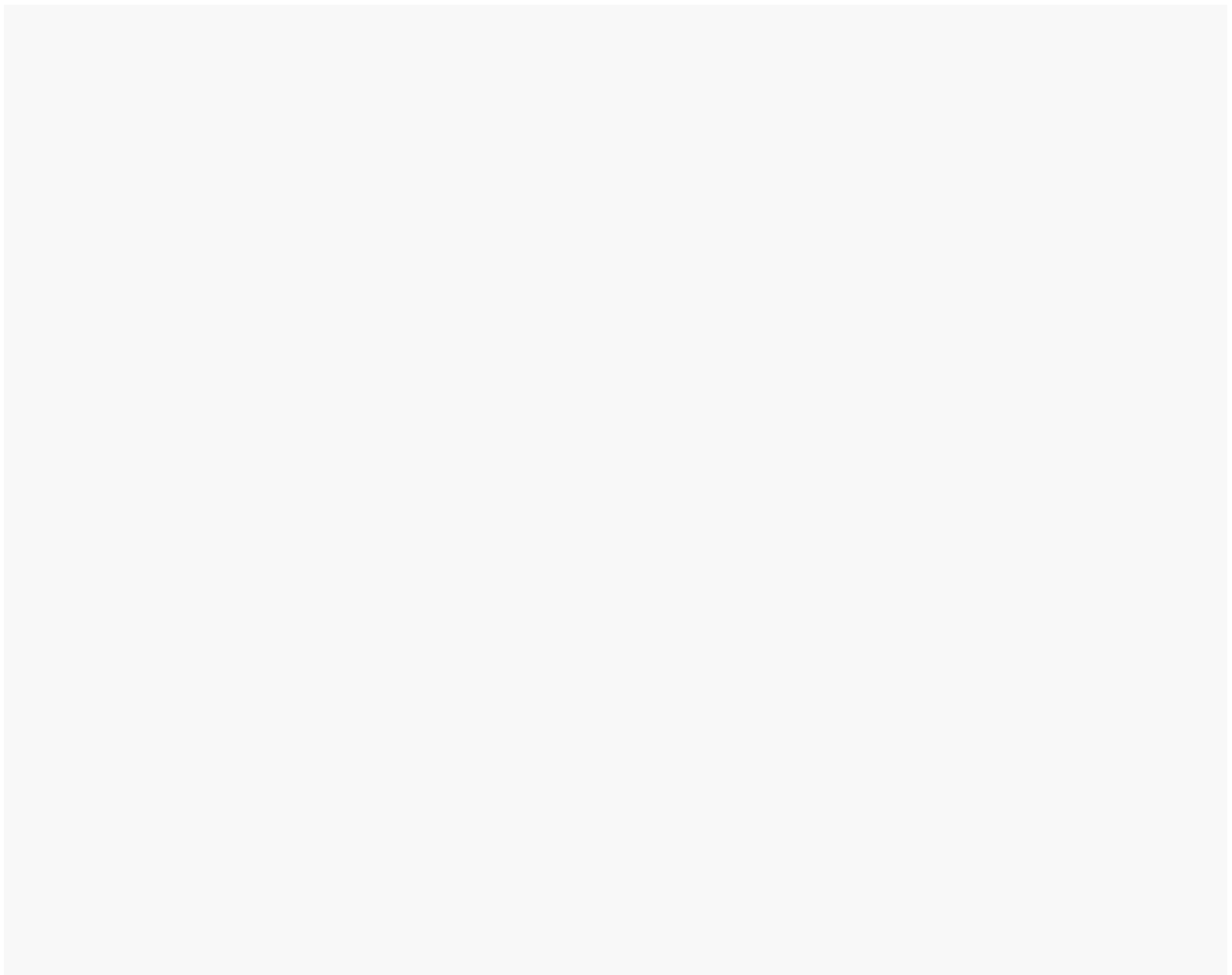
"Though the production value is high, this isn't the usual CGI avant-garde luxury campaign," said Mark Cluett, marketing manager at **Polar**, Toronto. "Instead, it highlights a known landmark and uses camera tricks and aspect ratio to show the two lovers parallel with the Eiffel Tower."

Mr. Cluett is not affiliated with YSL but agreed to comment as an industry expert. YSL Beauty was reached for comment.

Love is blindness

The lyrics, "love is blindness" can be heard in almost a howl as two lovers press their faces together in the city of Paris in YSL's new video.



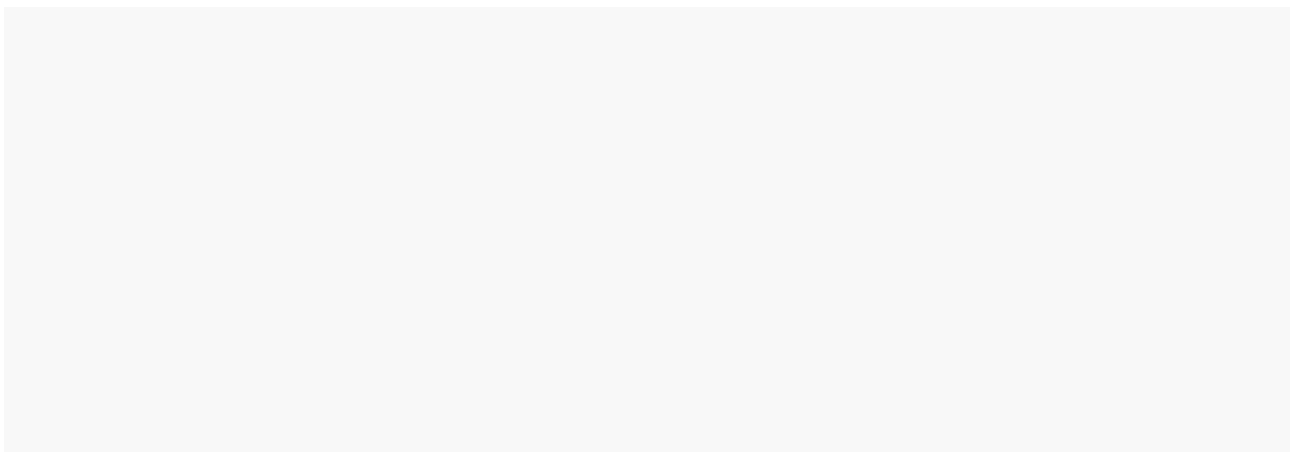


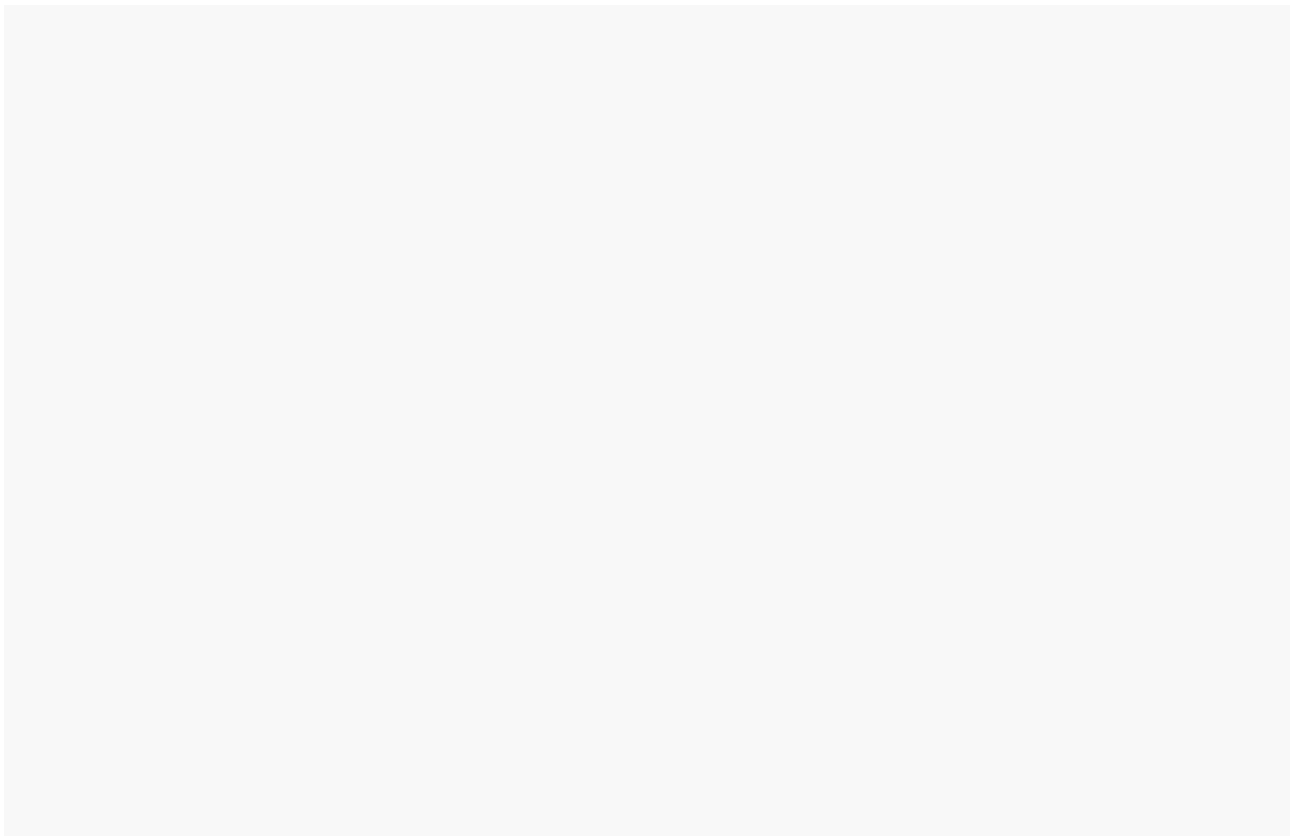
On the dot for love. Discover MON PARIS EAU DE TOILETTE, a new vertiginous white chypre, bewitching and intoxicating with a new sensuality. Click on the link in the bio. #yslbeauty #beauty #fragrance #new #monparis #love #paris #highonlove #linkinbio

A post shared by YSL Beauty Official (@yslbeauty) on May 2, 2017 at 8:04am PDT

Quickly, the smitten girl pushes her lover away and begins to run away. The camera angles begin to spin, forming dizzying angles. As the woman races forward up stairs with the view of the Eiffel Tower in the background, she looks back to make sure the man is still following.

When she reaches the top, the singer can be heard wailing, "Oh my heart," and the woman pauses to let her pursuer catch up. As the camera angles become more twisted, she starts to run again as he reaches her.





@cristacober returns for a new episode of crazy love in Paris. Stay tuned. #yslbeauty #fragrance #new #monparis #love #paris #highonlove

A post shared by YSL Beauty Official (@yslbeauty) on May 1, 2017 at 8:01am PDT

The two embrace passionately as Paris is then flipped entirely upside and continues to spin. A floating image of YSL's Mon Paris appears as the video ends.

YSL's video for Mon Paris

A series of vignettes from the beauty brand follow a similar format with the same power love song as the score.

In addition to these videos, a 360-degree video has been released to drive home the vertiginous feeling of loving someone new.

A 360-video campaign for Mon Paris

The video scales views of Paris from different settings, but always moving upwards towards the sky, such as a clip from the Eiffel Tower and other notable architecture. Viewers can move their smartphone devices around, or drag the mouse around on desktop, to see a panoramic view of the spaces.

YSL Beauty

YSL Beauty is no stranger to interactive social campaigns like this.

For instance, the brand leveraged user behavior by encouraging its Instagram community to "tag a friend" to expand the reach of its social media campaign.

In the party-themed "About Last Night," social influencer and Instagram-famous model Staz Lindes is shown in a nightclub setting surrounded by fellow revelers. Hoping to build awareness among her more than 72,000 followers, YSL Beauty introduced Ms. Lindes, the daughter of Dire Straits' guitarist Hal Lindes, as a social media ambassador at the start of the New Year ([see more](#)).

YSL also named French makeup artist Tom Pecheux as its global beauty director, tapping into the cosmetic talent's industry knowledge.

Mr. Pecheux has worked on runway shows, ad campaigns and magazine spreads for clients such as Chanel and Harper's Bazaar. In his new role, the makeup artist will be tasked with product development and styling the brand's

ambassadors, drawing on what YSL Beauty believes to be a shared vision ([see more](#)).

"The campaign is certainly memorable - its starkness and willingness to use Paris's naked beauty to align its brand will help it stick in consumers' minds and perhaps cut through where a more produced spot might not," Mr. Cluett said.

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