

FRAGRANCE AND PERSONAL CARE

## Parfums Givenchy selects up-and-coming French actress as ambassador

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Lou de Lage's debut *Insistible* campaign will debut in 2018. Image credit: Parfums Givenchy

By STAFF REPORTS

France's Parfums Givenchy has named a new face for its *Irristible* fragrances.

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The brand has enlisted French actress Lou de Lage to be the brand ambassador for *Irristible*. Ms. de Lage is not widely known outside of France, but having an international contract with Givenchy Parfums will help introduce the actress to global audiences.

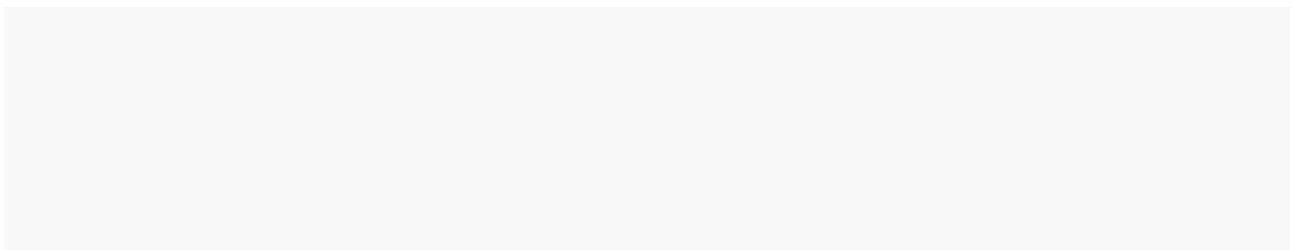
A true intensity

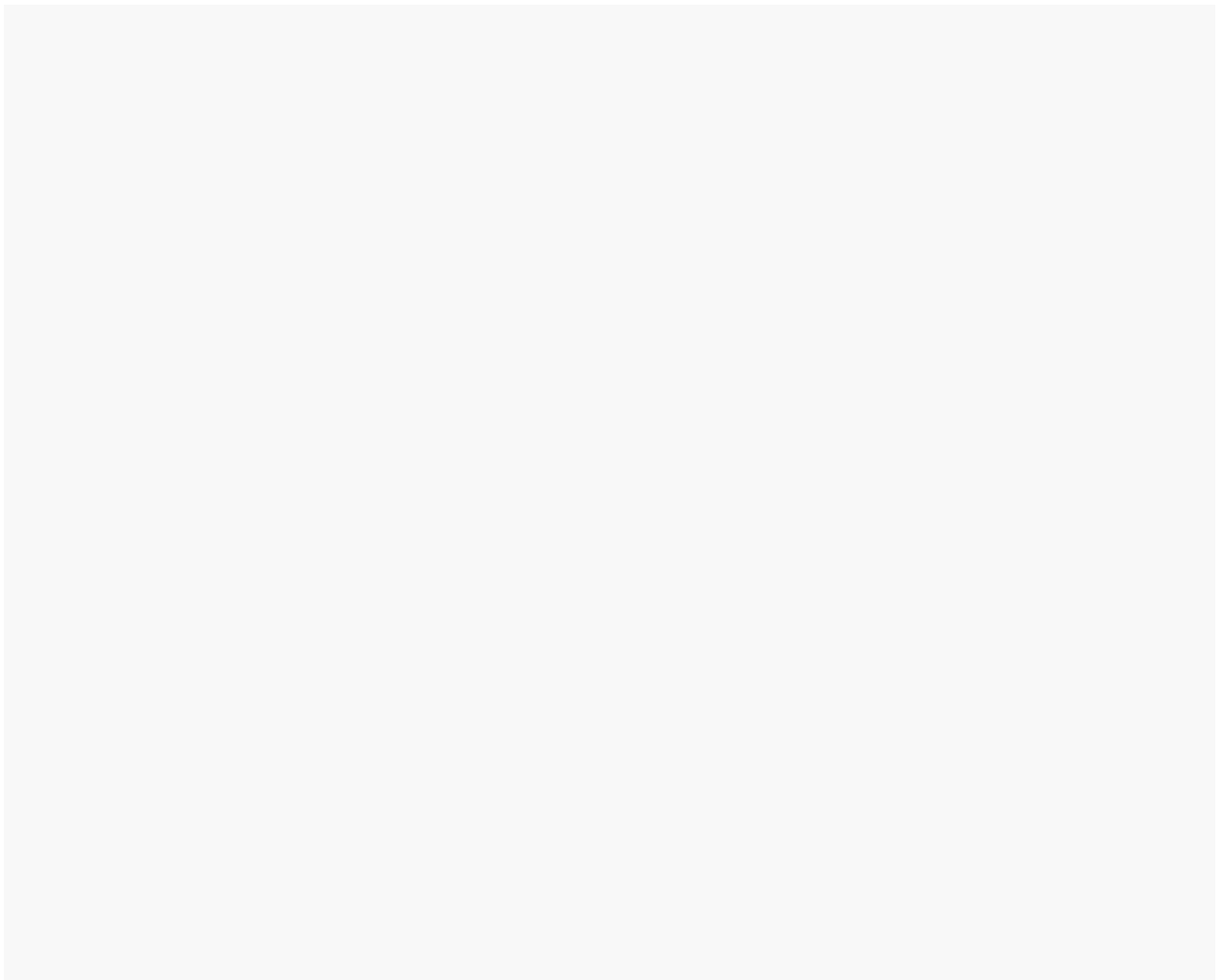
In 2016, Ms. de Lage was awarded the Prix Romy Schneider for her role in the Anne Fontaine-directed "Agnus Dei," also known as "The Innocents." Also in 2016, Ms. de Lage was given the European Shooting Stars award.

Additional film credits include Peiro Messina's "The Wait" with Juliette Binoche in 2015 and "Breathe," a 2014 feature film by Melanie Laurent, where Ms. de Lage played one of the lead characters.

Givenchy Parfums announced its newly inked deal with Ms. de Lage on its Instagram account.

Images posted to the @GivenchyBeauty account read "The *Irristible* Girl" against a pale pink background while a second image includes a portrait of the actress and a third Ms. de Lage's name. Givenchy's caption reiterated Ms. de Lage selection as brand ambassador.





We are pleased to announce our collaboration with French actress Lou de Lage, who will be the new face for the Irrsistible fragrance line. #GivenchyBeauty #FeminineFragrance #Irrsistible #LiveIrrsistible #VeryIrrsistible

A post shared by Givenchy Beauty (@givenchybeauty) on Oct 26, 2017 at 8:22am PDT

"Her spontaneous and authentic personality goes hand in hand with her grace and natural charm," said Romain Spitzer, CEO of Parfums Givenchy, in a statement. "Lou exudes a true intensity, combined with subtle sensitivity that's a perfect fit for the Irrsistible line."

Ms. de Lage succeeds actresses Amanda Seyfried ([see story](#)) and Liv Taylor as the face of Givenchy Parfum's Irrsistible. The first campaign to feature Ms. de Lage will bow in 2018.

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