

FRAGRANCE AND PERSONAL CARE

## YSL Beauty taps Chinese ambassadors for French-centric campaign

May 14, 2018



*YSL Beauty touts its Paris fragrance; Image credit: YSL Beauty.*

By BRIELLE JAEKEL

France's Yves Saint Laurent Beauty is blending cultures in its latest campaign by looking to China to embody the essence of Paris.

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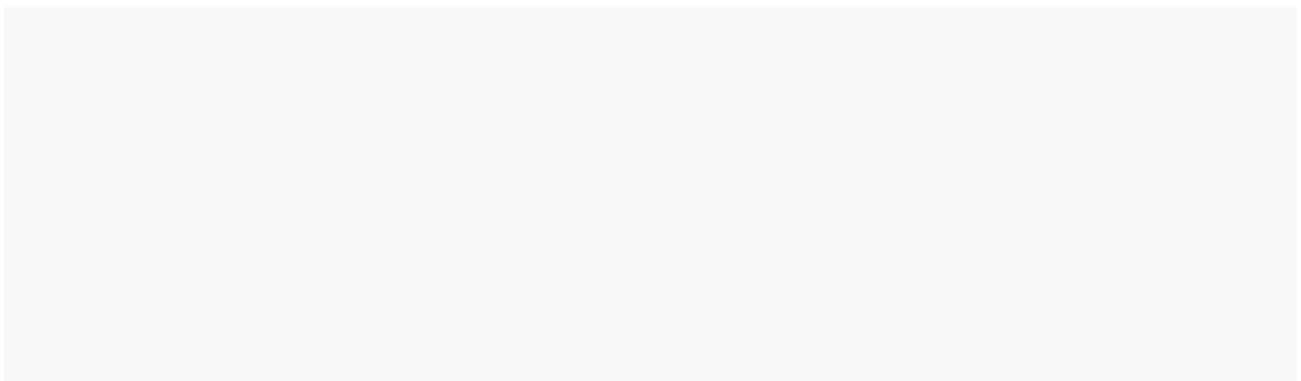
Chinese rapper Z. Tao and Chinese actor Weilong Song are the latest ambassadors for YSL Beauty's fragrance campaign in which it encourages followers to use one word describe what Paris is to them. A film and a series of supporting content hopes to convey the essence of the City of Lights in a bottle.

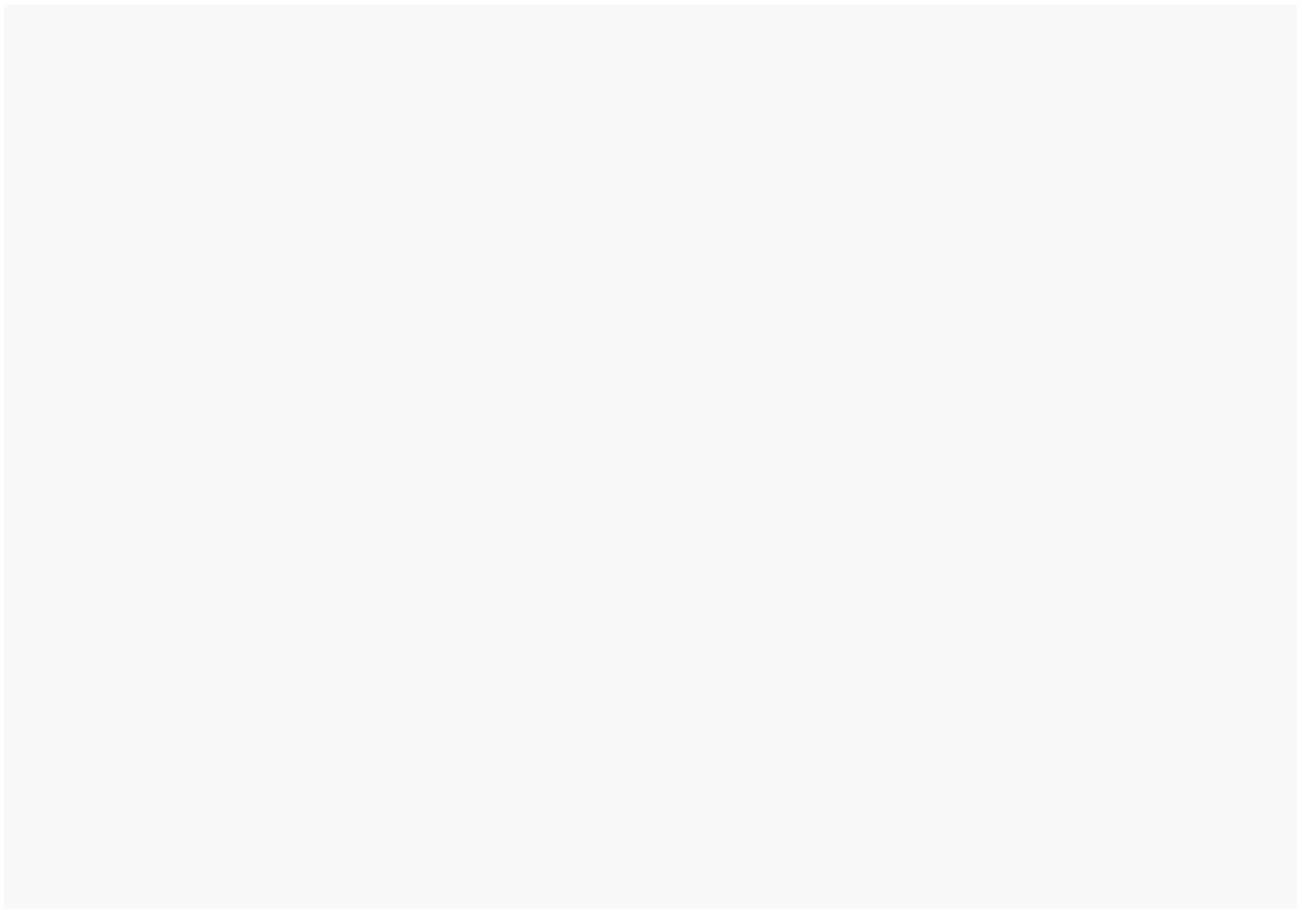
The scent of Paris

"What is Paris to you?" YSL Beauty asks its Instagram followers and Mr. Song.

The actor's response is "Couture." But everyone has a different feeling or idea of what Paris is to them.

YSL Beauty is hoping its Mon Paris Eau De Parfum will be personal to each of its customers, in the same way the city itself is personally different to each individual. The city could mean a variety of different things to different people.





Paris is Couture - with Weilong SONG. Swipe and discover the film MON PARIS EAU DE PARFUM ROUGE PUR COUTURE N1 Le Rouge Personalize your lavalier - are you more passionate, couture, romantic or wild? #yslbeauty #makeup #monparis #rougepurcouture #thisismyparis #followme

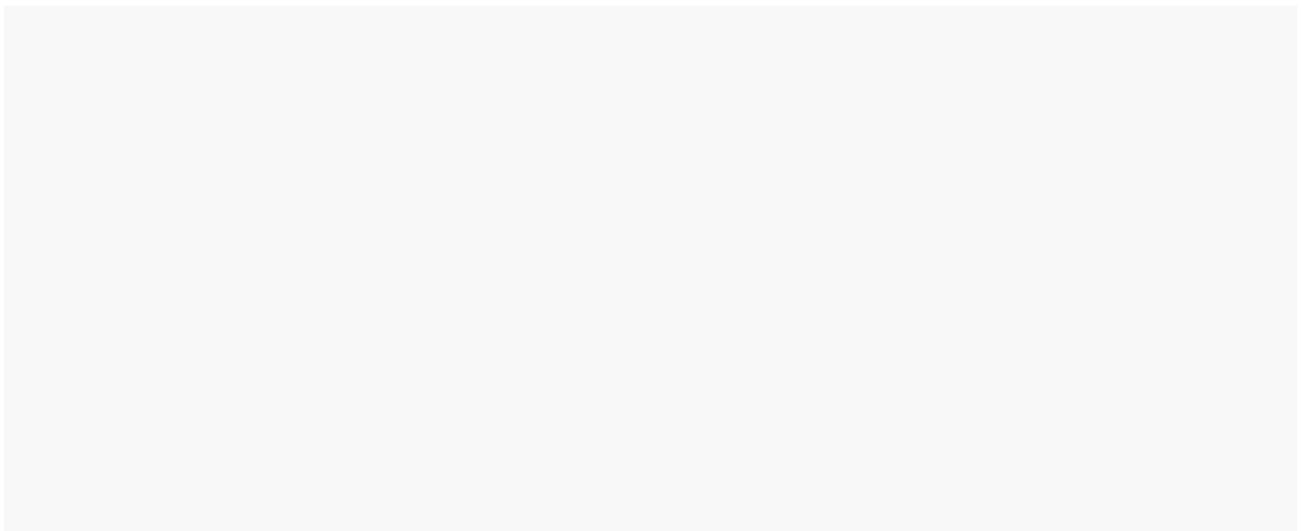
A post shared by YSL Beauty Official (@yslbeauty) on May 11, 2018 at 6:12am PDT

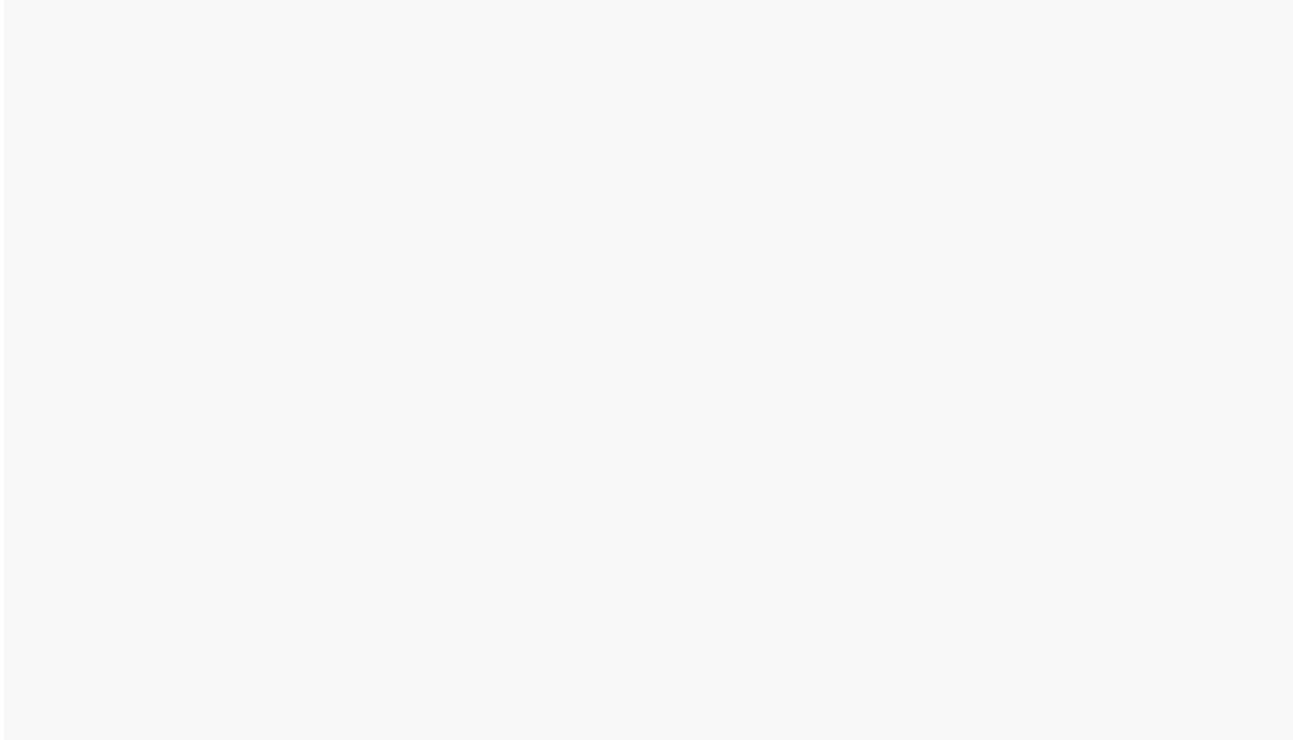
In its Instagram posts, the beauty maker asks viewers, "Are you more passionate, couture, romantic or wild?"

In a similar post, Z.Tao is asked to fill in the back of the phrase "Paris is" for which he answers, "Passionate."

A short POV film in a first-person viewpoint shows the performer in bed underneath the covers staring at the camera, as if it were his lover.

His love interest stands and sprays YSL's fragrance.





Use one word. Paris is ? Z.Tao @hztttao is Passionate Swipe and discover the film MON PARIS EAU DE PARFUM VERNIS LVRES N50 Encre Nude Personalize your lavalier - are you more passionate, couture, romantic or wild? #yslbeauty #makeup #monparis #vernisailevres #thisismyparis #followme

A post shared by YSL Beauty Official (@yslbeauty) on May 11, 2018 at 3:03am PDT

The two take off on a lover's journey around Paris, taking photos of one another, embracing and driving through the romantic streets.

A similar video with Mr. Song was also released, after a short teaser. Set to the same French song, the film shows Mr. Song on a couture journey throughout the city, ending in a romantic al fresco dinner, where he gifts his lover the Mon Paris Eau De Parfum.

YSL Beauty

YSL Beauty also recently embraced cosmetics' customization trend with its first pop-up shop in New York open from Oct. 27 through Dec. 31.

Located at 490 Broadway in New York's SoHo neighborhood, YSL Beauty's pop-up created a retail experience centered on the YSL Rouge Pur Couture lipstick range and the house's fragrances. As the holidays approached, it was likely that YSL Beauty benefited from the foot traffic Broadway attracts as consumers searched for the perfect gift ([see more](#)).

YSL Beauty has also picked recording artist, actor and presenter Adam Levine to act as the U.S. ambassador for its latest scent for men.

Best known for being the lead singer of Maroon 5 and a coach on competition reality show "The Voice," Mr. Levine will serve as the face of YSL's Y fragrance. The performer, who boasts an Instagram following of about 10 million, was chosen for his multifaceted talent, popularity and personality ([see more](#)).