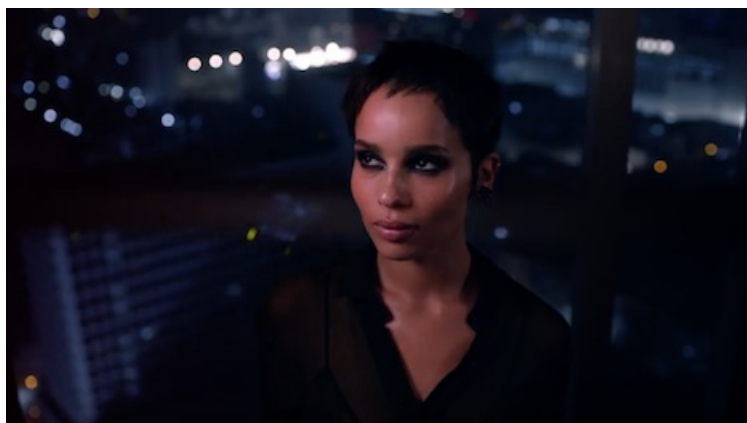


FRAGRANCE AND PERSONAL CARE

YSL Beauty calls to consumers in edgy fragrance campaign

August 23, 2018



Zo Kravitz has been the face of YSL since 2017. Image credit: YSL Beauty

By SARAH RAMIREZ

Yves Saint Laurent Beauty is tempting free-spirited consumers to answer the call of its charismatic scent Black Opium with help from a new fragrance face.

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Brand ambassador Zo Kravitz stars in her first perfume campaign for YSL Beauty as the ringleader of a rebellious group of young people. The short film speaks to the adventure and independence younger people seek out.

"Kravitz and her edgy, chic style present a progressive image for YSL Beauty," said Jim Gentleman, chief strategy officer at **SKG**, Las Vegas. "She exudes unabashed boldness that reflects positively on the legendary fashion house and beauty brand."

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

City slickers

The film opens with Ms. Kravitz overlooking Tokyo from a rooftop late at night. She sprays Black Opium on her neck, and different people around the city pause as the fragrance reaches them.

Black Opium blends together notes of coffee, orange blossoms and vanilla, and its glittery black bottle is reflected in the color palette of the campaign. The city adventure is set to the soundtrack of The Weeknd's "The Hills."

Actress and singer Zo Kravitz for YSL Beauty's Black Opium

Ms. Kravitz descends in an elevator and drives to the heart of Tokyo where she meets up with the same friends who responded to the siren call of the scent. They walk through the city with a sense of swagger in edgy but elegant leather jackets.

The friends then enter a dance club by walking across a rooftop and through a glittery entranceway. They then begin to dance the night away.



Black Opium telepathically brings together a group of friends. Image credit: YSL Beauty

A bright pink light that resembles the perfume bottle's logo catches Ms. Kravitz's eyes, and she walks out of the club.

Ms. Kravitz appears once again at the rooftop to take in the view of a pink lunar eclipse. The view is irresistible to her, similarly to how a wolf is drawn to a full moon.

YSL Beauty is also publicizing Black Opium on its Instagram. In addition to the bottle, the scent is also also being released in a click pen applicator for on-the-go perfuming.

Models Presley Gerber and Matcha Mosimann appear alongside Ms. Kravitz in the social media posts, which similarly tout the boldness of the scent.

Fragrance campaigns

This newest Black Opium campaign has a similar aesthetic to earlier spots for the dramatic scent.

Previously, model Edie Campbell had been the face of the fragrance in a role as an "urban restless huntress" who will not stop until she gets what she wants.

A Black Opium campaign directed by Harmony Korine follows Ms. Campbell during a city night 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 ([see story](#)).

YSL Beauty looked at a different urban environment in a more recent campaign that looked to Chinese celebrities to embody the essence of Paris.

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 ([see story](#)).

"Heritage brands like YSL are constantly challenged by the latest upstart fashion house," Mr. Gentleman said. "In response, partnerships with of-the-moment, multi-talented artists like Zo Kravitz generate a halo effect that keep brands like YSL cool and contemporary."