

FRAGRANCE AND PERSONAL CARE

YSL Beauty touts masculine fragrance in celebrity-led campaign

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YSL Beauty's new Y eau de parfum. Image credit: YSL Beauty

By SARAH RAMIREZ

Yves Saint Laurent Beauty is promoting its latest men's fragrance through a short film that reflects a masculine, rock 'n' roll attitude.

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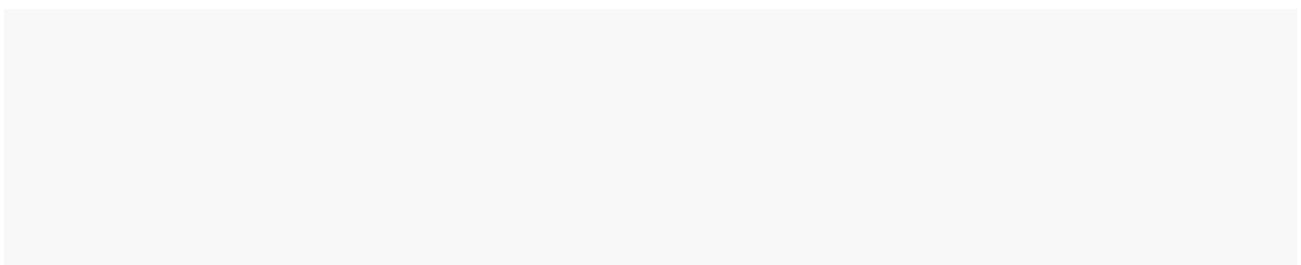
Returning as a face of YSL, musician Adam Levine stars in a new video for the brand's Y Eau de Parfum in which he engages in activities such as driving a sleek car and playing drums. Recently, YSL Beauty has sought out edgy celebrities to front fragrance campaigns, leaning on both their fame and their personalities to sell its scents.

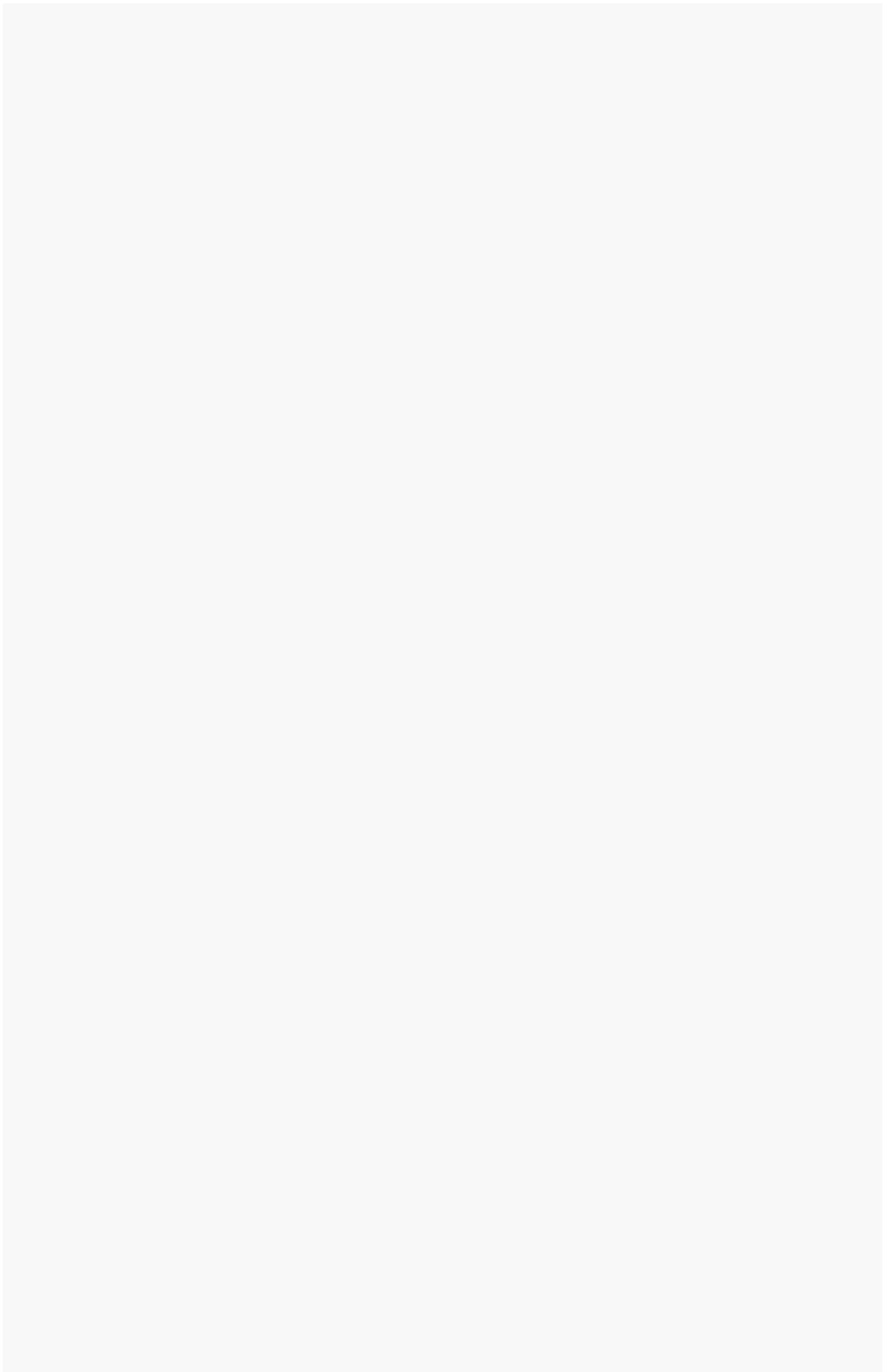
Man in black

The film opens with Mr. Levine driving a black Mustang convertible as the Cold War Kids' "So Tied Up" begins playing. He is dressed in a simple black motorcycle jacket.

Mr. Levine drives to a building and is next seen practicing on the drums, now shirtless and with his tattoos on full display.

Once practice is over, he dresses in a simple black T-shirt, and a bottle of Y can be seen in the foreground. The new Y Eau de Parfum has notes of bergamot, ginger and sage with an apple accord, which the brand calls "a seductive interpretation on the iconic Yves Saint Laurent white T-shirt and black jacket."





New Y Eau de Parfum, a seductive interpretation on the iconic Yves Saint Laurent white t-shirt and black jacket. An

intense portrayal of the Y signature, sophisticated notes of bergamot, ginger and sage are sharpened by an apple accord. At its base, the boldness of vetiver embodies the passion of the Y man's unique strength. Never stop believing. Y, masculinity redefined.

A post shared by YSL Beauty Official (@yslbeauty) on Aug 24, 2018 at 11:38pm PDT

IGTV video from YSL Beauty

Now dressed and holding an electric guitar, Mr. Levine walks down an empty hallway illuminated with light strips.

"No matter how far I've come, no matter how much I've done, I'll keep pushing," Mr. Levine says in a voiceover. "That's why I'll never stop."



Adam Levine for YSL. Image credit: YSL Beauty

As Mr. Levine opens the door at the end of the hallway, it is revealed he is on the rooftop of the building where he rehearsed. He triumphantly raises his arms as the crowd below him cheers.

The film was released in a vertical format on YSL Beauty's IGTV channel and in a horizontal format that Mr. Levine shared on his Instagram page.

YSL Beauty ambassadors

YSL Beauty has been turning to popular and edgy celebrities to appear in its fragrance campaigns, having enlisted Mr. Levine and actress Zo Kravitz since 2017.

Best known for being the lead singer of Maroon 5 and a coach on competition reality show "The Voice," Mr. Levine serves as the face of YSL's Y fragrance. The performer, who boasts an Instagram following of more than 11 million, was chosen for his multifaceted talent, popularity and personality.

In addition to his resume, YSL Beauty was also attracted to Mr. Levine's sense of style, which has included daring hair choices and a plethora of tattoos ([see story](#)).

YSL Beauty recently tempted free-spirited consumers to answer the call of its charismatic scent Black Opium with help from a new fragrance face.

Brand ambassador Ms. 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 ([see story](#)).

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