

FRAGRANCE AND PERSONAL CARE

## YSL Beauty shows off essence of its fragrance in latest ad

March 27, 2019



*YSL Beauty's latest fragrance campaign*

By BRIELLE JAEKEL

France's YSL Beauty is showcasing the city of its origin with a fragrance campaign that combines edgy and feminine themes.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

As an upbeat almost tense score plays, the ups and downs of a relationship are showcased in YSL's latest beauty push. The advertisement for its Mon Paris Parfum Floral scent features flowers in a unique manner throughout the narrative.

A blooming Paris

Similarly to many other fragrance ads, YSL shows the story of two lovers in the city of Paris in a film without spoken word. But as in all relationships, not everything is smooth sailing.

The film sets the scene by showing unique angles of Paris before moving to a woman walking in the street with a bouquet of white flowers. As she walks along a bridge, a car follows her slowly.

She stops and slams down the flowers on the ground.

Throughout the rest of the short, the relationship between the two characters is very hot and heavy, with many embraces and kisses as well as continually throwing down the flowers. The flowers remain an apparent theme through the entire film.

*YSL's latest fragrance campaign*

YSL Beauty's use of the bouquet and the backdrop of Paris is a keen way for the brand to bring the elements of its fragrance into its ad campaign.

Since viewers cannot smell the fragrance themselves, it is important for beauty brands to find unique ways to embody the scent through advertising and campaigns.

In another 30-second cut of the campaign, the pair is featured in more loving scenes, such as holding hands while looking at the Eiffel Tower, embracing each other on a rooftop and dancing together in a club.

## *YSL's 30 second fragrance spot*

### Beauty in YSL

YSL's beauty division is no stranger to embodying its image through ad campaigns.

In another recent campaign, the brand opted for friendship over flirting in a push for its lip products.

Efforts for the brand's Volupte Plump-in-Color lip balm and Rouge Volupte Shine Oil-in-Stick featured female models having a girls' night out or holding an impromptu dance party on a bus. While a lot of beauty efforts revolve around romantic themes, YSL Beauty is inviting women to wear makeup more for their own enjoyment than catching a mate ([see story](#)).

In another focus on Paris, the beauty brand blended cultures in a previous campaign by looking to China to embody the essence of Paris.

Chinese rapper Z. Tao and Chinese actor Weilong Song were the ambassadors for YSL Beauty's fragrance campaign in which it encouraged followers to use one word describe what Paris is to them. A film and a series of supporting content hoped to convey the essence of the City of Lights in a bottle ([see story](#)).

---

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.