

FRAGRANCE AND PERSONAL CARE

Lancme creates the scent of feminism with new fragrance

July 2, 2019



Zendaya, the new face of Idle by Lancme. Image credit: Lancme

By STAFF REPORTS

L'Oreal-owned beauty brand Lancme is bottling up the scent of femininity with a new fragrance designed by three women perfumers.

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Described as a musky floral scent, new fragrance Idle will make its way to stores on Aug. 22 this summer. Musician and actress Zendaya will be the face of the scent, which Lancme says is made of sustainably sourced materials.

"I am thrilled to be the face of this new Lancme fragrance," said Zendaya Coleman in a statement. "Idle is a perfume that has meaning.

"I like the fact that it's fresh and light," she said. "I am very particular about perfumes, and Idle smells absolutely beautiful and I love it."

Bottling up feminism

Female perfumers Shyamala Maisondieu, Adriana Medina and Nadge Le Garlantezec have designed the new Lancme scent together.

The fragrance includes rose petal essence from Turkey that has been exclusively made for the beauty brand, in addition to Centifolia Rose grown in France, bergamot, notes of pear and India Jasmine Grandiflorum.

Architect and industrial designer Chafik Gasm created the Idle bottle, which is only 15 millimeters thick. Lancme states that the bottle is arguably the slimmest in the world.



Idle, the new feminine fragrance by Lancme. Image credit: Lancme

"We are excited to be able to create a fragrance for a new generation of women questioning the status quo, breaking free from tradition and re-defining the meaning of success," said Franoise Lehmann, global brand president of Lancme, in a statement. "Collective and beneficial for all women, this new confidence is inciting them to raise the bar a little higher every time.

"Idle is a strategic launch for Lancme and we are delighted to present it with Zendaya to the world," she said.

The L'Oreal-owned beauty brand also just launched the first-ever beauty collaboration for powerful influencer Chiara Ferragni.

Known as the founder of The Blonde Salad, Ms. Ferragni is working with Lancme to launch her own collaborative makeup line including eye shadow, lipstick, mascara and more. Exclusively available at Nordstrom, Lancme is funneling Ms. Ferragni's influencer clout into product sales ([see story](#)).

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