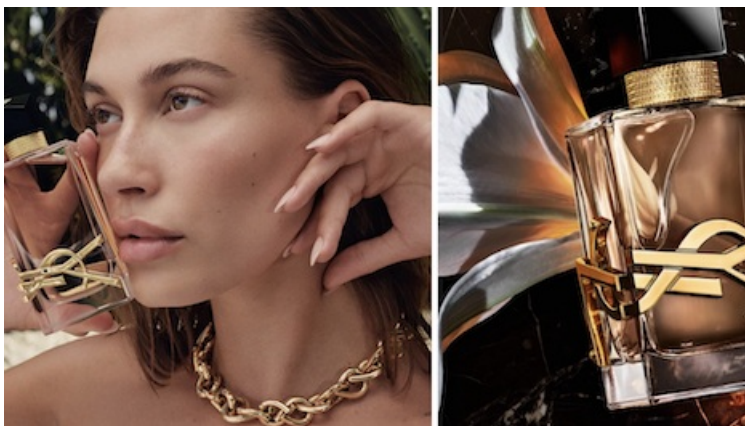


FRAGRANCE AND PERSONAL CARE

YSL Beauty adds new fragrance to Libre family

August 8, 2024



Launched on July 31, the campaign is live on the digital and social channels of both the brand and the involved talents. Image credit: YSL Beauty

By EMILY IRIS DEGN FOR LUXURY DAILY NEWS SERVICE

A campaign shot by American photographer Tyler Mitchell introduces digital audiences to France's YSL Beauty's latest update.

The series features Flowers & Flames, a new Libre scent released online and in-shop at specialty and department stores on July 31, 2024. American model Hailey Bieber appears in advertising.

"YSL Beauty's Libre is a feminine icon, and the new Libre Flowers & Flames fragrance continues this legacy with a bold sultry scent and powerful story of embracing one's own freedom, power and confidence," said Juliette Ferret, general manager at [YSL Beauty U.S.](#), in a statement.

"This message has never been more important than in today's world and we hope to continue inspiring for years to come," Ms. Ferret said. "We thank Tyler Mitchell for joining us on this important project and all four women for sharing a part of their story with us."

Living libre

Though the brand has historically involved British-Albanian singer Dua Lipa in global Libre campaigns, Ms. Bieber recently sat for a shoot in Los Angeles, centering imagery and video launched on July 31, 2024.

The stills, capsules and an "artistic director's cut" project an editorial tone. According to the brand, the Flowers & Flames effort spotlights the authenticity and individual voices of "those who burn to bloom."



In international advertisements for the Flowers & Flames fragrance, British-Albanian singer Dua Lipa shows off the latest in the Libre line. Image credit: YSL Beauty

YSL Beauty's scent is both warm and floral, blending coco-palm tree flower and lily flower accords with orange blossom and vanilla.

Three sizes are available, with prices ranging between \$35 to \$165. Besides shop-in-shop locations, the Flowers & Flames fragrance is available at yslbeautyus.com.

Using the motto "Burn to bloom," Ms. Bieber is helping bring the new fragrance to the American market, enticing consumers with sensorial shots that showcase the product and speak to the ethos of the drop: modern femininity.

An entrepreneur and trendsetter, Ms. Bieber is praised for her boundary-pushing practices. She is currently pregnant, and this transitional era of her life plays a part in this YSL Beauty chapter.



Pictured in Los Angeles, Ms. Bieber's pregnancy and entrepreneurship are celebrated by the brand. Image credit: YSL Beauty

According to recent reports from cloud technology platform Launchmetrics, the maison holds a MIV of \$427.4 million.

Ms. Bieber's posts about this new project add \$804,000 to YSL Beauty's MIV. In line with past findings ([see story](#)), the

announcement of her involvement is worth \$1.2 million in total.

"I'm excited to be one of the women representing this generation and to be a part of this project during such a special time in my life," said Ms. Bieber, in a statement.

"This project allows us to show the strengths in self-ownership, confidence and diversity, and I am very happy to be a part of it."

The effort precedes visuals and personal narratives to come dedicated marketing featuring three other trailblazers will go live through the end of the year. Though not yet named, the group's other members are said to be resilient and freethinking public figures.

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