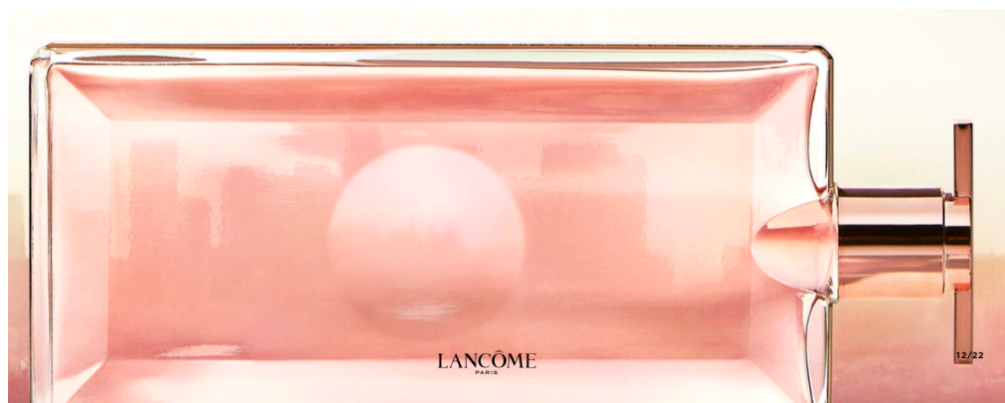


Lancôme unveils Idôle fragrance with Zendaya for a new generation



The Lancôme Idôle bottle, designed by architect and industrial designer Chafik Gasmi, is one of the slimmest in the world at just 15mm thick

French beauty house Lancôme has launched its new feminine fragrance, Idôle, embodied by the new face of the brand, American actress, singer, and fashion authority Zendaya Coleman.

“I am thrilled to be the face of this new Lancôme fragrance. Idôle is a perfume that has meaning. I like the fact that it’s fresh and light. I am very particular about perfumes, and Idôle smells absolutely beautiful and I love it,” said Zendaya.

The new musky chypre floral fragrance was created by three female perfumers: Shyamala Maisondieu, Adriana Medina and Nadège Le Garlantezec.

A sustainably sourced Isparta rose petal essence from Turkey exclusively made for Lancôme, along with a Centifolia rose grown in France, are among notes of bergamot, accords of pear, India Jasmine Grandiflorum, and a new “clean and glow” accord.

Described as fresh and voluptuous, Idôle is said to sparkle in light.

Crystallizing a new out-of-the-box vision of success – one that unites and transcends rather than separates beyond convention – the Idôle bottle was designed by architect and industrial designer Chafik Gasmi. It is one of the slimmest in the world at just 15mm thick.

Françoise Lehmann, Lancôme Global Brand President, said: “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 redefining the meaning of success. Collective and beneficial for all women, this new confidence is inciting them to raise the bar a little higher every time. Idôle is a strategic launch for Lancôme and we are delighted to present it with Zendaya to the world.”

Available in several refillable formats (25ml, 50ml and 75ml), Idôle will be accompanied by a perfume fountain – La Recharge – at selected points of sale.

Idôle will be out in stores starting from August 22, 2019.