

## YSL unveils Mon Paris Parfum Floral as an ode to a floral bouquet

By **Hibah Noor** on July, 23 2019 | Fragrances, Cosmetics, Skincare & Haircare



At the heart of Mon Paris Parfum Floral is the datura flower, known for its hypnotic qualities

L’Oreal Travel Retail has introduced Mon Paris Parfum Floral, the latest addition to the Mon Paris fragrance family by leading French house YSL Beauté.

Dubbed “sublime and dangerous”, the new fragrance is inspired by “a blooming bouquet in tune with the many colors of love; it’s every bit as excessive, but just a bit wilder. The scent of blooming passion.”

The campaign story centers on two lovers living in Paris. This beautiful city becomes the spark that turns flirtation into passion, which the French call “L’amour fou”, or crazy love.

YSL Beauté has reunited two famous perfumers to create this new floral chypre fragrance. Dora Baghriche and Olivier Cresp worked jointly on the series of Mon Paris fragrances since their inception.

Mon Paris Parfum Floral opens with a fruity sharpness composed of zesty bergamot essence, pears, raspberries, and sweet peach pulp.

At the heart of the perfume is the datura flower, known for its hypnotic qualities, gives way to the exotic jasmine sambac, uplifted by orange flower and magnolia essence, with the gentle accord of peony. Underpinning it is the sensual patchouli essence.

The pale pink box features a blush pink Cassandre logo. Inside is a new lavalier encrusted with crystal petals flying away, tied around the neck of the bottle.

Inspired by the floral and ornamental style of YSL couture, like an asymmetrical brooch, or an ornament, it is designed to suggest both elegance and seduction at the same time.

In the new campaign, Crista Cober and Jeremie Laheurte join together once more on the streets of Paris, following Crista's bouquet. The backdrop includes the Eiffel Tower and the bridge on the Rue de l'Aqueduc. Laheurte drives a vintage sports car, while Cober rides on a skateboard.

Clutching a bouquet of white peonies, Cober's chemistry with Laheurte is brought to life by the creative team of NDVD, who created a passionate story in film and photography.