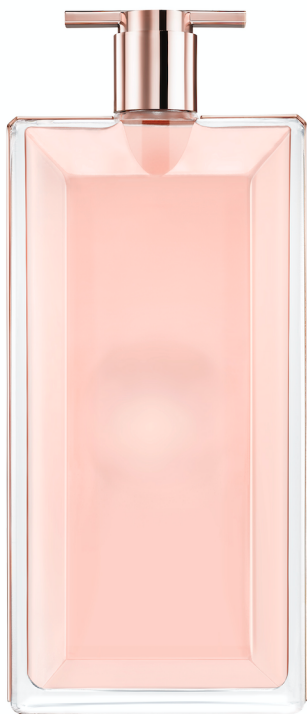


Lancôme worships Idôle fragrance with fashion icon Zendaya



The new Idôle women's fragrance has one of the slimmest bottles in the world at just 15mm thick

Lancôme has unveiled its feminine fragrance Idôle, embodied by the new face of the brand, American actress, singer and fashion icon Zendaya.

Idôle will be launched on August 22 and highlighted through major events in travel retail from mid-September, L'Oréal Travel Retail said.

"I am thrilled to be the face of this new Lancôme fragrance," said Zendaya. "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. I love it."

The French beauty house describes Idôle as "the scent of confidence and femininity to conquer the world".

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

The ingredients include a sustainably sourced Isparta Rose Petal Essence from Turkey exclusively made for Lancôme, along with a Centifolia Rose grown in France. Among the other notes are bergamot, accords of pear, India Jasmine Grandiflorum, and a brand-new "clean and glow" accord.



American fashion icon Zendaya is the new face of Idôle by Lancôme

The Idôle bottle, designed by architect and industrial designer Chafik Gasmi, is a fitting tribute to the industry's technical advances and innovations, according to Lancôme. 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 refillable formats 25ml, 50ml and 75ml, Idôle will be accompanied by a perfume fountain - "La Recharge" - at selected points of sale.

Idôle will hit the shelves from August 22, 2019.