

# Lancôme celebrates 10 years of iconic La Vie Est Belle fragrance with DFS and Dufry



Lancôme is marking the tenth anniversary of its iconic La Vie Est Belle fragrance with the opportunity for travelers to customize the bottle

Lancôme is celebrating 10 years of its number one fragrance La Vie Est Belle with activations in Los Angeles, Sao Paulo, Rio de Janeiro, Buenos Aires, Mexico City, Santiago de Chile, Montevideo and Lima, through a partnership with DFS and Dufry. Aiming to build a unique, memorable experience for its consumers, the campaign offers premium interactive and personalized retailtainment. The 360 campaign has deployed digital and out-of-home media to generate traffic to stores with a reinvented La Vie Est Belle ad.

The leading fragrance, with base note of iris, has been surprising the world year after year with new launches and actress Julia Roberts as ambassadress. This year, the icon is reinventing itself with the launch of a refillable 150-milliliter version and a refill tube, further renovating the full EDP range to become refillable for a more sustainable approach.



The Lancôme campaign is live at airports in Los Angeles, Sao Paulo, Rio de Janeiro, Buenos Aires, Mexico City, Santiago de Chile, Montevideo and Lima

Starting from October, across the Americas, passengers will be able to rediscover La Vie Est Belle's full assortment through a discovery table starring the "most precious ingredient in perfumery," La Vie Est Belle's iris. The scent will be sprayed through an interactive diffuser, adding to the unique rediscovery of the fragrance. The emblematic bottle has been magnified for the occasion, and a personalization station allows customers to dress up their bottle with "couture wings of happiness."

"All making justice to a universal fragrance that speaks to all nationalities and is timeless," reads the press release.