

YSL and Dufry unveil campaign for Black Opium Le Parfum



The Black Opium Le Parfum activation at London Heathrow T5

[Yves Saint Laurent](#) and [Dufry](#) have launched a new campaign for the fragrance Black Opium Le Parfum.

"An ode to nightlife and sensuality, the campaign has been rolled out in all Dufry airports of the United Kingdom finding multiple manifestation of animations. Especially in London Heathrow airport, where an interactive podium offered an immersive trip in the Black Opium universe," explains a press release.

"To embody the intensity of new Black Opium Le Parfum, Zoë Kravitz goes on a nocturnal adventure, leading her crew into an unforgettable evening fueled by the raw passion of the new fragrance. An anthem to the power of the night and its energy, bravery, and emotion, this new campaign is aimed at diverse, bold and independent spirits who recognize themselves in the subversiveness and magnetism of Black Opium Le Parfum."

To complement the campaign, an immersive "retailtainment" experience has been deployed in two formats. In London Heathrow Airport T5, an interactive podium offers a 4D experience to dive into Black Opium. A fragrance recognition pod allows users to experience sounds, lights and colors

customized to each Black Opium fragrance. In addition, a 360-degree gaming platform, available on smartphones, takes customers on a visual trip through the Black Opium universe, challenging them to uncover the secret code to unlock to exclusive gifts.

Black Opium Le Parfum's ingredients feature a quartet of different black vanillas.

"This heady rush adds a shot of sensuality to Black Opium's signature accord of coffee, green mandarin, and white flowers. Ethically sourced ingredients are nestled in a sleek black gem of a bottle, with glitter at its heart. A true embodiment of Black Opium Le Parfum's watchword: may our nights be more beautiful than our days."

After the UK, Black Opium animations have moved to other places in Europe, like France, Spain and Poland where it will run until end of April.