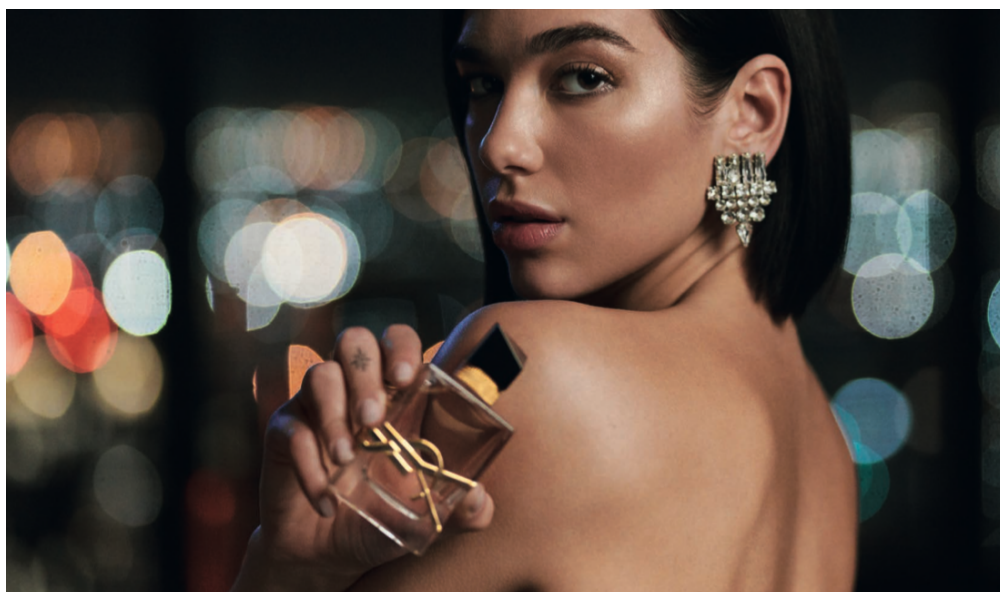


YSL celebrates freedom with Dua Lipa in new Libre women's fragrance



Singer Dua Lipa embodies YSL's new women's fragrance Libre

Yves Saint Laurent has introduced its new feminine fragrance Libre to celebrate freedom.

Translating the French word free, Libre pays tribute to YSL's most defining and enduring value: freedom.

It is described as the perfume of the contemporary woman: strong, authentic, and free.

A grand floral eau de parfum, with a YSL twist, it contains orange blossom flowers from Morocco, combined with the aromatic boldness of lavender from France.

Dua Lipa embodies the new fragrance. She is described by YSL as "pop music's bold new voice. A cultural definer. A cool, sultry beauty with an edgy signature style."

The film and print campaign were shot by Nabil Elderkin.

Libre is available in travel retail Europe, Middle East, India and Africa and the Americas. It will be rolled out to Asia Pacific from November 1.

The new fragrance will be highlighted in travel retail through upcoming major events, L'Oreal Travel Retail said.