

New YSL Libre scent tops the fragrance charts from East to West



At Dubai International Airport Terminal 1, a 40 square meter pop-up features giant letters spelling out Libre and huge visuals

Libre, the new women's fragrance by Yves Saint Laurent, is "setting travel retail ablaze" at airports from East to West, according to L'Oreal Travel Retail.

In mid-October, the floral scent centered on freedom was launched in the Middle East with a major media campaign, as 355 screens showed the Libre film.

At Dubai International Airport Terminal 1, travelers can see a 40 square meter pop-up, complete with giant letters spelling out Libre, huge visuals featuring YSL's new muse Dua Lipa, and a sculpture created with over 100 bottles of the fragrance.

Customers can enjoy a Libre photobooth, where they can express what freedom means to them ("I am free to..."), and take their photo with them on their journey. They can also take away their own personalized bottle of Libre, engraved with their initials.

Thanks to the Sounds of Freedom retail experience, three of the visionaries behind the creation of Libre - perfumer Anne Flipo, bottle designer Suzanne Dalton, and muse Dua Lipa - appear on three different screens, discussing their involvement in the project and what freedom means to them.

For the first time in travel retail, L'Oreal Travel Retail staged an exclusive, large-scale e-sampling campaign, inviting travelers visiting Dubai to register on a website before they travel, after which they receive a sample of the fragrance at home.

This omni-channel experience enables traveling consumers to discover the fragrance both before and

during their journey, the company said.

The influencer Rania Fawazz, with over 700,000 followers, visited Dubai Airport herself to enjoy the Libre experience at the pop-up. She shared Libre's make-up look on her Instagram account.

Saba Tahir, Senior Vice President-Purchasing, Dubai Duty Free, said: "With L'Oréal Travel Retail our number one perfumes and cosmetics partner, we aimed to strengthen our fragrance category by maximizing the new Yves Saint Laurent feminine launch. Our collaboration for Libre launch is the perfect proof to how successful 360° partnership between Dubai Duty Free and strong brands can be. The magnificent Yves Saint Laurent pop-up in Concourse D is the illustration of a complete plan, also including several events spots, a trip to Paris contest, online and offline digital activation with a first-time pre-sampling operation and the presence at our airport of a regional beauty influencer.

"With Libre, Yves Saint Laurent and Dubai Duty Free took the launch activation to the next level, offering millions of passengers an immersive beauty journey, including exclusive services and exceptional experiences around a one-of-a-kind scent while breaking new records and ranking number one fragrance across the airport in October."



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During October, Libre also made a show in travel retail Americas, including Mexico City, Cancun, Buenos Aires and New York.

YSL took over New York JFK Terminal 4 with a pop-up – the first in this terminal for the company's Travel Retail Americas division.

Travelers could discover the fragrance notes, listen to the sounds of freedom, express their freedom in the photobooth, personalize the bottle with a complimentary engraving service and take it away with them. They could also complete their experience with the Libre makeup look using YSL Rouge Pur Couture the Slim lipstick.

During October, Libre was the top-selling fragrance in JFK T4.

At the JFK T1 Rotunda, Libre took over the entrance of the store, with a complete takeover of the security area.

The fragrance is also being highlighted in travel retail Asia Pacific, including Bangkok and Seoul Incheon airports.

In the visuals, Dua Lipa embodies the scent's fiery femininity in the ad campaign shot by the cutting-edge filmmaker Nabil Elderkin.