



**YVES SAINT LAURENT BEAUTE, THE PARTNER OF MAKEUP
IN ASIA IN SEOUL!**



YSL Beauté - Volupté Tint-in-Balm

In the continuation of the partnership established eight months ago with the L'Oréal Group, a partnership which already resulted in the presence of Maybelline at MakeUp in NewYork and Lancôme at MakeUp in LosAngeles, it now is the turn of the Yves Saint Laurent Beauté team, which supports the development of MakeUp in Asia in Seoul, to be

present next April 5 and 6 at the Conrad Hotel in Seoul, in a specially dedicated area of the show.

A presence all the more justified since the brand has been performing particularly well in Asia in the past few months. Overview of a saga like no other.

Yves Saint Laurent Beauté makes a clear statement through its signature: No compromise. Your own rules. Now. A motto inspired from the most subversive Parisian couture brand.

In 1964, the launch of "Y" marks the entry of Yves Saint Laurent in the world of fragrances. For over 50 years, YSL Beauté has produced olfactory sociological statements, in the image of Mr. Saint Laurent posing nude for the launch of his first men's fragrance Pour Homme in 1971. The launch of Opium in 1977 celebrates a seductive and free-minded woman.

Today, the brand's youth and modernity are confirmed with new perfume top sellers, such as Black Opium (2014) and Mon Paris (2016), a subversive reinterpretation of the traditional chypres. The quintessence of masculinity, L'Homme and La Nuit de l'Homme express seduction and an invitation to break away from conventions.



For the YSL Beauté make-up, the lavishness of the gesture is both a signature and an attitude. Intense, pure, luminous, above all sensual and away from conventions, beauty could not be more uncompromising and bolder than with *Rouge Pur Couture* and *Mascara Volume Effet Faux Cils*. "Signature," Rouges, from the first Rouge, Fuchsia No.19 to the Lip tints, from the first Rouge Pur Couture to the Rouge Volupté and the Volupté Tint-in-Balm. Yves Saint Laurent has left his mark in the lipstick attitude. Epitomizing long hold, brightness and innovation, the Rouges Yves Saint Laurent are modelled after a free and open-minded woman.

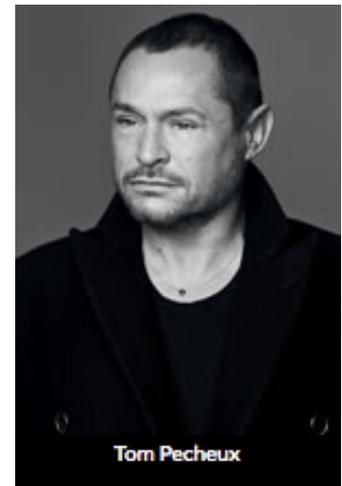
The "Lip polish" icon!

Lipstick becomes a mean of seduction with *Vernis à Lèvres* in 2012, a beauty icon is brought to the fore. By creating this new lipstick category, YSL Beauté combines the long wear of a lip stain to the extreme shine of a gloss and the intensity of a lipstick, the outset of a revolution. Put in the spotlights each year, the novel *Vernis à Lèvres Vinyl Cream* in 2016, contributed to further reinforce the popularity of the range.

Building on its expertise in innovation, YSL Beauté is launching this year, *Volupté Tint-in-Balm*, which relies on Back Injection technology – behind the success of the *Volupté* range, particularly in Asia. A unique bi-injection process where pure and bright colour is combined to a nourishing care, to reveal at the core of the grape a mischievous mouth-shaped motif.

Touche Eclat, the golden pen, an unrivalled, cult product, will celebrate this year, its 25th anniversary. Iconic, its magical radiance is also incorporated in an optimized foundation taking advantage of a new wave of innovation. For its birthday, *Touche Eclat* was offered a cushion compact format, which was launched in March this year.

In 2017, Tom Pecheux who was appointed Beauty International Director, decided to renew the synergy between the Fashion House and Beauty to create the make-up of the Saint Laurent fashion shows. Recognized for his sense of aesthetic and his ability to capture trends, Tom Pecheux is involved in the development of future launches, providing the brand his expertise and vision to create always more edgy, luxury, young looks.



Pre and post MakeUp!

Directly inspired from Makeup Artists, *Top Secrets* is an iconic hybrid range at the cross between make-up and skincare, combining the benefits of a skincare to the precision of a professional gesture and offering pre and post make-up solutions.

YSL Beauté also offers a unique skincare with the *Or Rouge* line: a combination of precious Saffron and the brand's glycobio logic expertise. Sensory high tech products dedicated to youthful skins.

Cool and edgy young talents are the faces of the Yves Saint Laurent Beauté brand: Staz Lindes, Edie Campbell, Crista Cober and Vinnie Woolston for men. But also muses, such as Zoë Kravitz in the United States contribute to the brand's international reach

