



YSL BEAUTY

Copy for Nordic digital launch campaign

— PROJECT NAME
MYSLF EdP launch

YSL Beauty came out with their biggest fragrance launch of the year, their first woody floral masculine fragrance, MYSLF.

— PLACEMENTS
SoMe, Youtube, Tinder

I wrote English supporting copy for the digital campaign, launched in Sweden, Denmark, Norway and Finland.

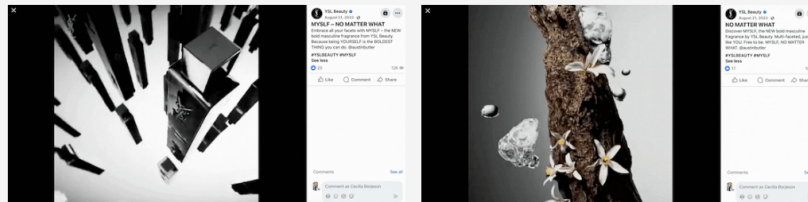
— ROLE
Copy
Asset selection

The challenge consisted in conveying the fragrance composition with very little background material at hand, resulting in hours spent on Fragrantica and Reddit to get a better feel for the unique fragrance notes. Instead, I focused on empowering, more emotional messaging.

— DATE
01/09/2023

Placements included Meta, TikTok and Youtube, as well as Tinder.

Gallery



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MYSLF, the new refillable masculine fragrance by YSL Beauty, is a nuanced interplay between flowers and wood. The result is a clean, fresh opening with a sensual drydown. Multi-faceted, just like you, and @austinbutler.

#yslbeauty #myslf

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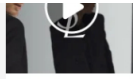
MYSLF, the new refillable masculine fragrance by YSL Beauty. Reducing your environmental impact has never been easier.

#yslbeauty #myslf

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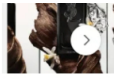
Sensitive and unapologetic, confident but approachable. MYSLF by YSL Beauty is a balanced union between orange blossoms and wood. A clean, versatile fragrance that is both fresh and sensual. @austinbutler

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