

YSL Beauty unveils new fragrance strategy which bets on booming niche sector

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By Amanda May | Published: 11-Apr-2025

Fragrance Marketing

The brand aims to 'unlock substantial areas of growth' for the business in haute parfumerie by expanding its Le Vestiaire des Parfums collection with inky scent Muse



YSL Beauty has unveiled a new strategy to bolster its niche fragrance business, which aims to amplify the luxury brand's positioning in haute parfumerie.

The L'Oréal-licensed company has expanded its higher-priced, unisex Le Vestiaire des Parfums fragrance collection (which start from £220) with the addition of new woody musk ink-infused scent Muse.

Le Vestiaire des Parfums is described as the bridge between fragrance and couture, with each perfume "an olfactory echo" of Yves Saint Laurent's iconic fashion creations.

The addition of new scent Muse aims to meet consumers' "increasing desire" and "wider shift" for sophisticated, expertly crafted haute parfumerie.

"The fragrance landscape is evolving, especially with private collections that grow double-digit faster than prestige ones," [Stephan Bezy](#), International General Manager at YSL Beauty, told *Cosmetics Business*.

"What was once considered a 'niche' market for haute parfumerie is now capturing the attention of a much wider audience.

"This collection gives us a privileged position in this fast-growing market, and we believe it will unlock substantial areas of growth.

"We strongly believe in this segment of exceptional fragrances and, with the launch of Muse, we continue our investment in it."

It is a bold move for YSL which is also a core prestige player, with popular scents [Black Opium](#), [MYSLE](#) and Libre available at mass retailers like [Sephora](#) and [Ulta Beauty](#).



YSL beauty has added fragrance Muse to its Le Vestiaire des Parfums collection

YSL's Vestiaire des Parfums collection was originally launched in 2015 with a USP of drawing on the artistic heritage and vision of M. Saint Laurent.

The fragrances – from Tuxedo, Blouse and Saharienne, to Caban, Jumpsuit, Lavallière and more – are inspired by the luxury house's fabrics, patterns and accessories.

YSL has revamped Vestiaire des Parfums with new packaging and a bold new campaign, but the star – and driving force – is the addition of Muse, which has a distinctive ink note.

"Muse is built around a unique combination of notes," said Bezy.

"We wanted to evoke the feeling of ink, that creative force.

"The result, I think, is a scent that is both distinctive and memorable."

Muse is said to "capture a sense of spirit" in comparison to the other fragrances in the collection.

"The ink note is key; it represents the creative process, the act of bringing an idea to life," explained Bezy.

"The iris and vanilla add a sensual dimension, creating a fragrance that feels both personal and powerful.

"It is intended to be a skin scent, something that leaves a lasting impression, much like the muses who inspired Yves Saint Laurent."

Perfumer Marie Salamagne was tasked with translating this concept into a scent.

Highlighting YSL's distinctive history and edge is more important than ever as "the fragrance market is incredibly competitive," added Bezy.

"With creations like Muse, we are tapping into two key consumer groups: those passionate about lifestyle and fashion, and the true fragrance lovers who appreciate the artistry and expertise behind a fragrance.

"As the collection encapsulates the brand heritage in the world of fragrance it gives us an opportunity to resonate with consumers on a deeper level.

"Through this positioning we are connecting with their aspirations, as well as their sense of style.

"We are not just selling a scent; we are selling a piece of YSL history."

YSL's creative campaign will share the inspiration behind Muse to help amplify the launch and tell the larger story.

Social media is said to play a key role in this, "particularly platforms like TikTok where fragrance enthusiasts are incredibly knowledgeable and engaged," added Bezy.

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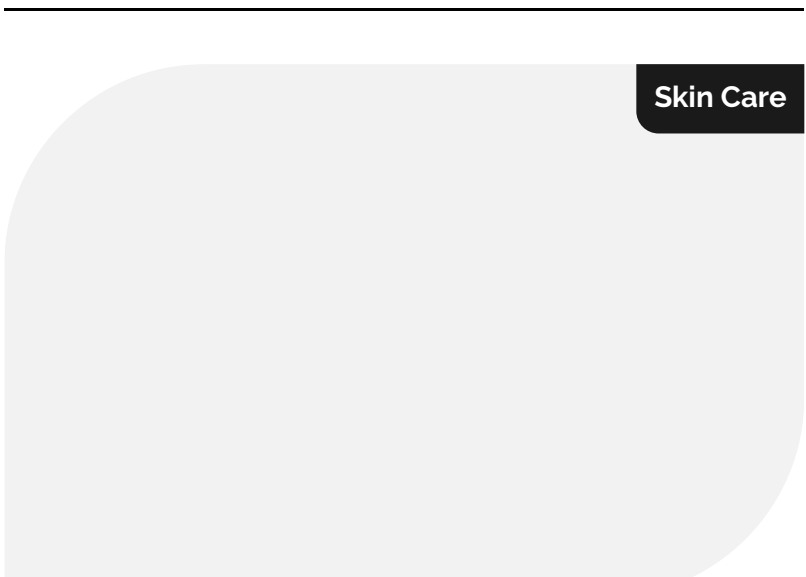
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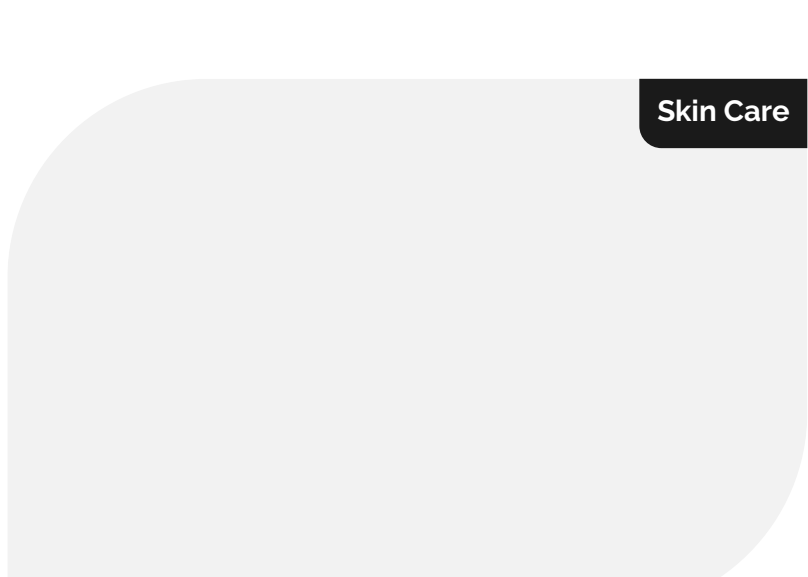
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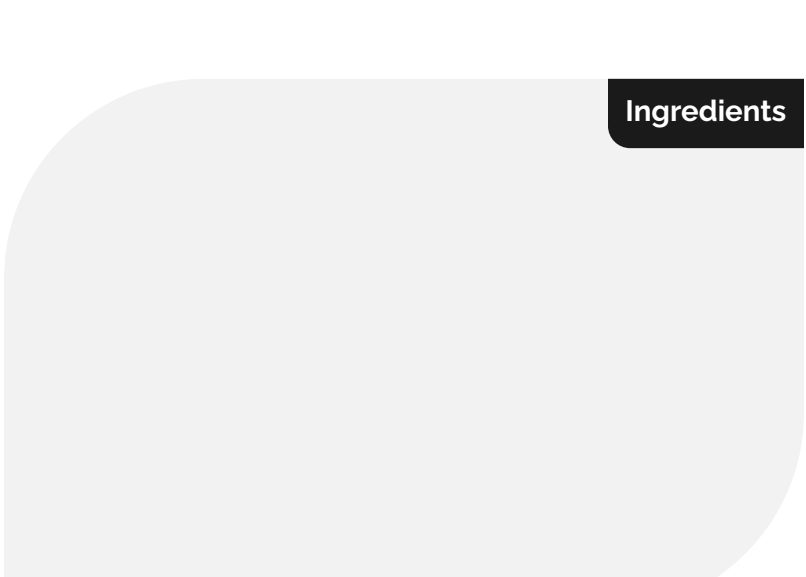


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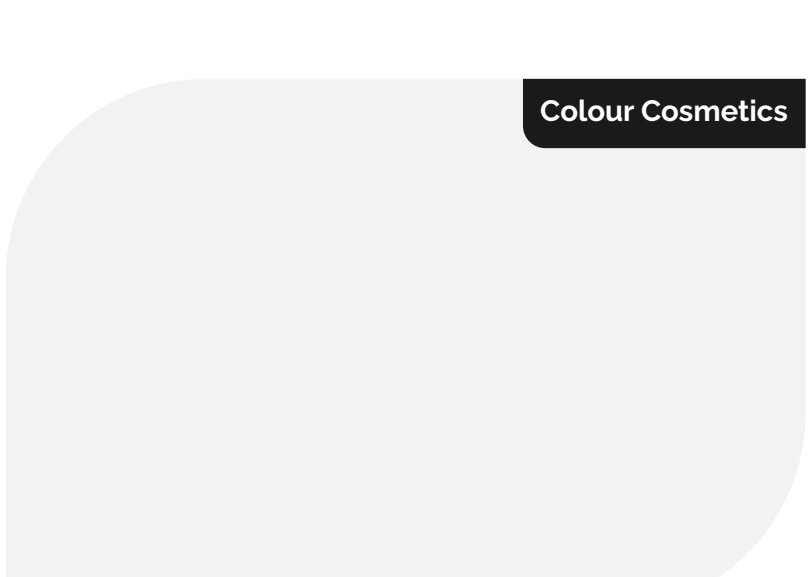
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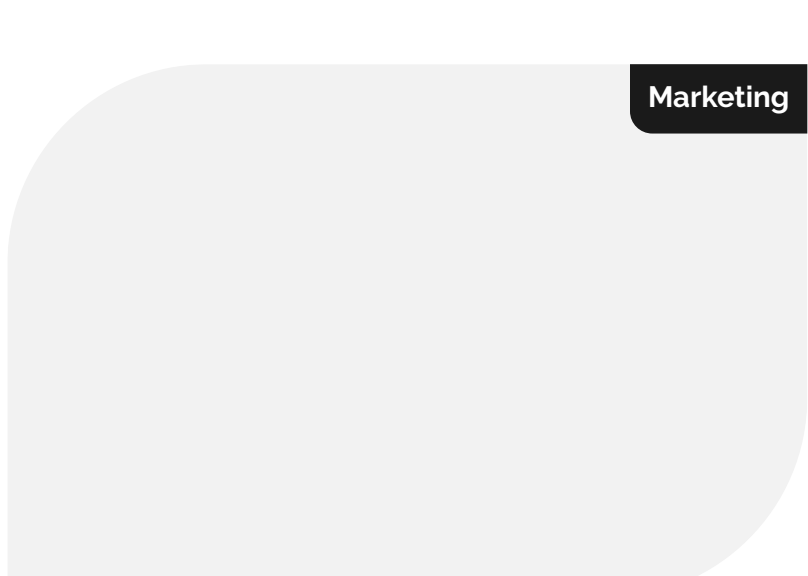
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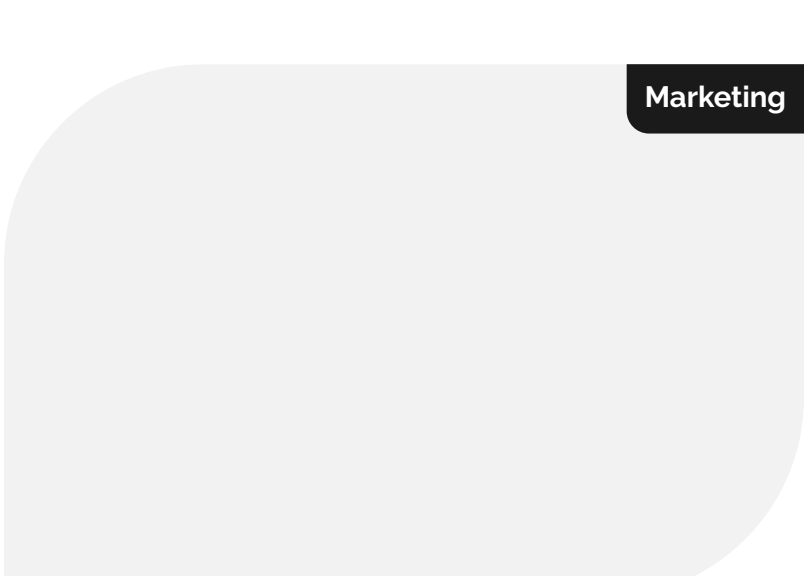
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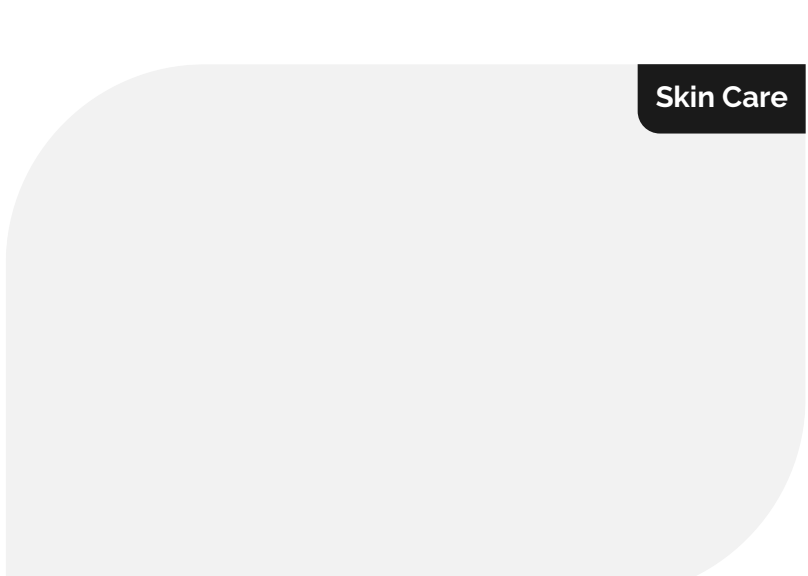
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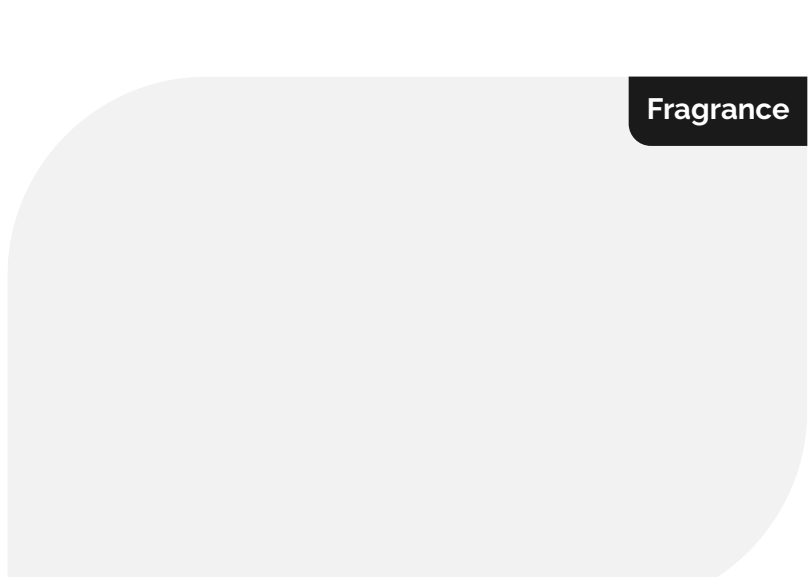
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