

شهره و قمر بی



YVES SAINT LAURENT

BEAUTÉ
IZA EL NEMS 2025
(C)

Lanuage of Scent.

creative direction

(concept overview)

internal use only

(pg 1)



vision and narrative created + directed by
iza el nems.



Concept Overview —

this campaign is a powerful, evocative exploration of how fragrance transcends boundaries, conveying emotions that words often cannot. it captures a series of intimate, multilingual moments where individuals from diverse backgrounds share their personal interpretations of a perfume. set against cinematic backdrops inspired by both renaissance portraiture and modern high-fashion minimalism, the campaign highlights the universality of scent as a deeply personal experience.

ft. a rich fusion of languages—arabic, french, spanish, and even sign language—each scene becomes a poetic reflection of the fragrance, with every protagonist offering a unique interpretation. the campaign celebrates diversity, showing how scent, much like language, carries meaning across cultures. every frame, whether bathed in moody color or stark black-and-white, encapsulates the elegant contrasts that define yves saint laurent’s essence: timeless, intimate, and universally iconic.

through cinematic portraiture, this campaign evokes the emotional depth of both classical and contemporary art. it’s more than just a celebration of fragrance—it’s a sensory and visual journey that honors the richness of cultural expression through the art of scent.

internal use only

Lanuage of Scent.

creative direction

(concept overview)

internal use only

(pg 2)



vision and narrative created + directed by
iza el nems.



Key Elements + Aesthetic —

the campaign features a series of portraits reminiscent of renaissance paintings and sculptures. each scene will be captured in a steady, unchanging frame, shot on film to evoke a timeless, textured quality. the camera remains entirely still, a deliberate choice that draws focus to the only motion within the frame—the subtle, rhythmic movement of each person’s lips as they speak. this restrained approach emphasizes the rawness + honesty in each person’s message, allowing the audience to connect deeply with the nuances of every word/ unique cadence of each language. the stillness of the frame and the simplicity of composition make each monologue feel like a quiet revelation, where fragrance becomes the unspoken thread linking diverse stories and experiences across cultures.

models express their interpretation of the perfume in their native language, blending spoken word with movement and visual cues to create a sensory-driven narrative. by incorporating sign language, the campaign pushes beyond typical perfume ads, offering a more inclusive and emotional way of communicating scent. the fluid transition between languages and visual styles will create a seamless, layered experience, drawing audiences deeper into the personal, cultural, and universal connection we all have with fragrance. the campaign’s visual story unfolds in settings awash in warm, muted tones, alongside stark black-and-white stills. the interplay between old-world elegance and contemporary simplicity mirrors ysl’s vibe.

in one standout shot, an arab woman reclines on a velvet sofa, bathed in soft, ambient lighting that highlights her regal presence—a nod to historical portraiture. her body is completely still; the only movement in the frame is her mouth as she speaks about the perfume. her reflections are in arabic, left untranslated, inviting the viewer to feel the emotional depth of her words. the language component elevates the visuals and underscores how deeply personal scent is, resonating across cultures and time.

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Lanuage of Scent.

creative direction

(concept overview)

internal use only

(pg 3)



vision and narrative created + directed by
iza el nems.



"*Language of Scent*" is a tribute to both individuality and the universal bonds forged through fragrance. each scene unveils a moment of intimate reflection, where individuals express their connection to scent—whether through spoken word, poetic gestures, or fluidity of sign language. a striking interplay between rich cultural influences and minimalist design guides the viewer on a sensory journey. fragrance transcends language and borders, evoking emotions that are both deeply personal and universally understood. like scent itself, the campaign invites interpretation, drawing the audience into the unspoken, untold stories behind every expression.

internal use only



photo direction



timeless like a painting...young edgy lux.

internal use only

Lanuage of Scent.

creative direction

(photo direction)

internal use only

(pg 5)

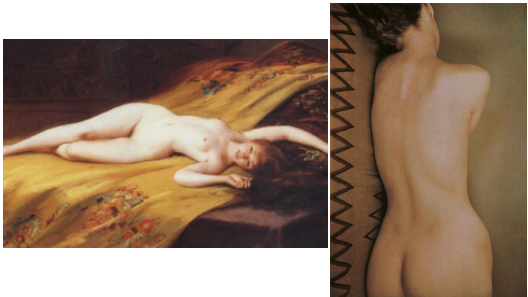
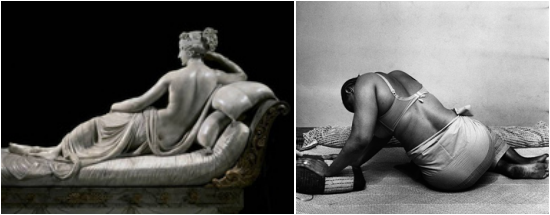


Photo Direction —

subjects reclined or seated in languid, introspective poses. lighting shifts between soft, natural illumination and rich shadows, drawing attention to texture and emotion. minimalist, textured backdrops and subtle props create a harmonious yet powerful setting that resonates with ysl’s refined and evocative aesthetic.

the compositions play with the sculptural quality of each pose, accentuating curves and angles that feel both regal and slightly surreal, lending a bold, almost cinematic intensity to the campaign’s narrative.

internal use only



the reclining buddha...

the reclining figure is one of the most popular poses in art history, firmly embedded within western and eastern art historical traditions. a major piece of iconography within buddhist art, the motif represents parinirvana, the state entered after death by someone who has attained nirvana during their lifetime.

Lanuage of Scent.

creative direction

(photo direction)

internal use only

(pg 7)



Photo Direction —

there’s a rawness and spontaneity to the images, almost voyeuristic. the mood is enhanced by casual surroundings—clean sofa, minimal domestic backdrops—that add to the authenticity and familiarity of the scenes.

internal use only

Lanuage of Scent.

creative direction

(photo direction)

internal use only

(pg 8)

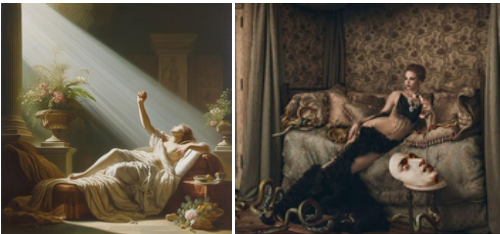
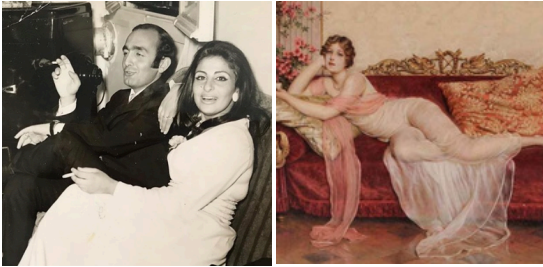


Photo Direction —

body language and expressions are nuanced and restrained, hinting at complex inner worlds + layered emotions. we create an atmosphere that is simultaneously intimate and grand. these elements contribute to a feeling of timelessness and drama, reinforcing the campaign’s exploration of fragrance as a catalyst for personal memories, emotions, and untold stories.

internal use only

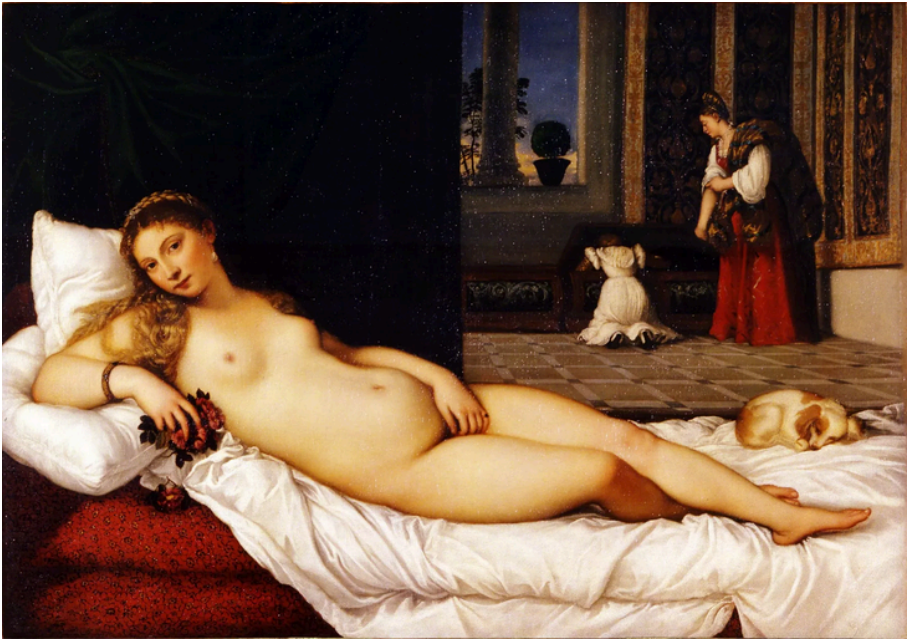
Lanuage of Scent.

creative direction

(photo direction)

internal use only

(pg 9)



venus of urbino, titian 1538...

during the 1530s, titian finished his painting venus of urbino. in doing so, the renaissance master unknowingly created a work that contained what would become one of the most identifiable subjects and tropes in art history: the reclining nude.

internal use only

Lanuage of Scent.

creative direction

(photo direction)

internal use only

(pg 10)

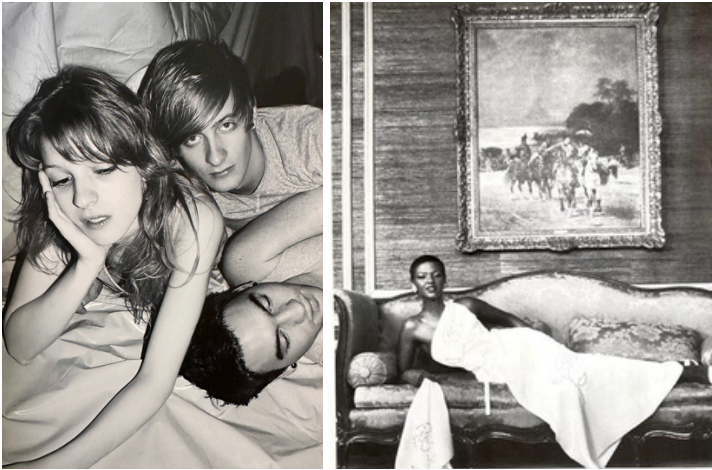


Photo Direction —

many of the scenes depict close proximity, physical touch, or overlapping forms (narratives of closeness, desire, companionship). there is an emphasis on vulnerability, with subjects often appearing comfortable and exposed, drawing the viewer into a private world where emotions are laid bare.

internal use only

Lanuage of Scent.

creative direction

(photo direction)

internal use only

(pg 11)



Photo Direction —

images create a layered narrative around the sensory power of fragrance, with subjects captured in moments of surrender or strength. fragrance becomes a vessel for memory and identity, a way of embodying various facets of the self.



internal use only

Lanuage of Scent.

creative direction

(photo direction)

internal use only

(pg 12)



le sommeil, gustave courbet 1856...

throughout the 19th century, artists continued to explore the reclining figure. courbet's work was more realistic than the idealist depictions of mythological figures popular at the time. he depicted women as they might be seen in real life, detailing the bodies without glossing over their imperfections.

internal use only

Lanuage of Scent.

creative direction

(photo direction)

internal use only

(pg 13)



Photo Direction —
additional photo references.

internal use only

Lanuage of Scent.

creative direction

(photo direction)

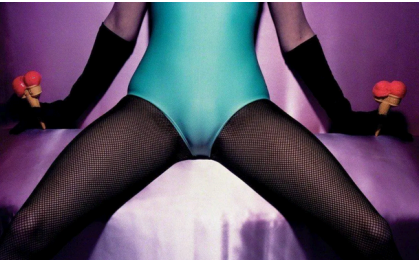
internal use only

(pg 14)



Photo Direction —

additional photo references.



internal use only

Lanuage of Scent.

creative direction

(photo direction)

internal use only

(pg 15)

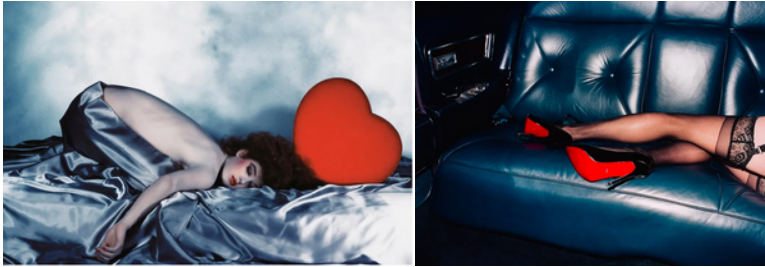
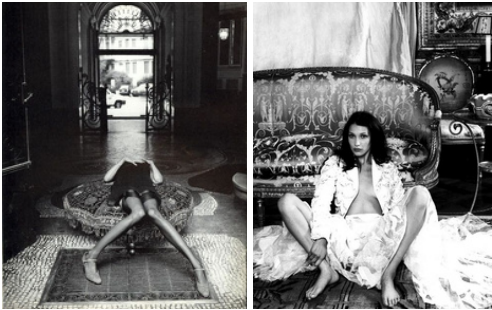


Photo Direction —
additional photo references.



internal use only

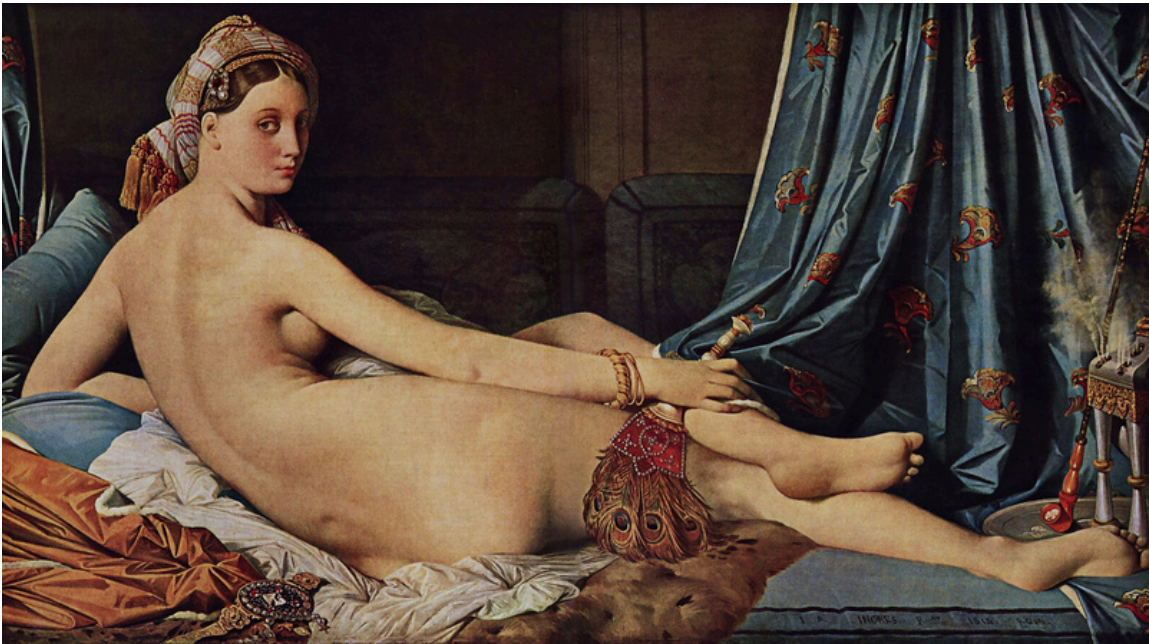
Lanuage of Scent.

creative direction

(photo direction)

internal use only

(pg 16)



la grande odalisque, ingres 1814...

ingres' contemporaries considered the painting to mark a shift away from neoclassicism and towards exotic romanticism. a grand pictorial display of ideals of beauty (a middle-eastern woman out of anatomical proportion), as well as the intimacy of a gaze – one that we, the viewers, can see, and one that is assumed to come from someone looking in.

internal use only

Lanuage of Scent.

creative direction

(photo direction)

internal use only

(pg 17)

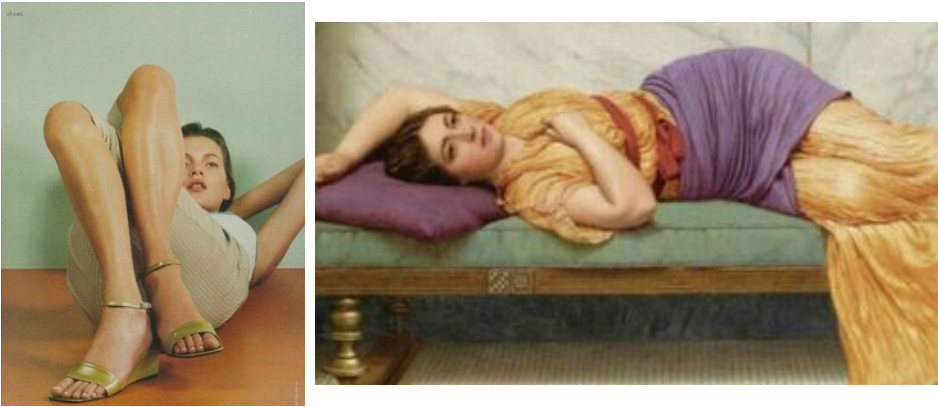


Photo Direction —
additional photo references.



internal use only



flat lays



intimately iconic.

internal use only

Lanuage of Scent.

creative direction

(flat lays)

internal use only

flat lays highlight the artisanal craftsmanship and timeless nature of ysl fragrances, tying them into the overall artistic vision of the *language of scent* campaign.



(pg 19)



Product Flats — Concept 1

a modern ode to the timeless beauty of the human form, this series presents the perfume as a sculptural icon—a piece of art as eternal as the statues it echoes. inspired by renaissance ideals of elegance and sensuality, each image intertwines the bottle with statuesque forms, evoking the serene, contemplative essence of a reclining nude. the flat lays position each perfume as more than just a fragrance—it represents confidence, refinement, and the impact of simplicity.



internal use only

Lanuage of Scent.

creative direction

(flat lays)

internal use only

(pg 20)

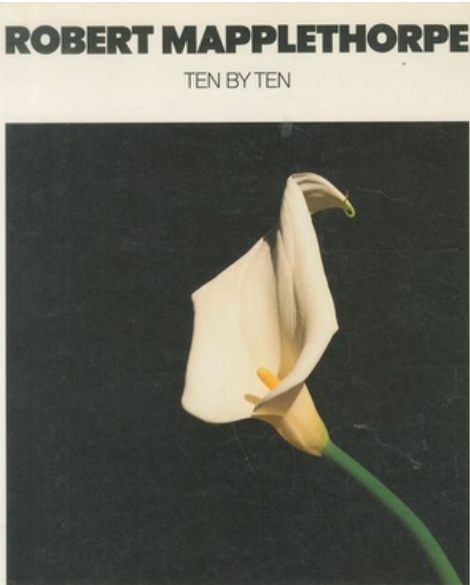


flat lays highlight the artisanal craftsmanship and timeless nature of ysl fragrances, tying them into the overall artistic vision of the *language of scent* campaign.



Product Flats — Concept 1

rough edits & references tie into the renaissance "woman lying nude" concept, showcasing the perfume with statues or as a statue in and of itself.



internal use only

Language of Scent.

creative direction

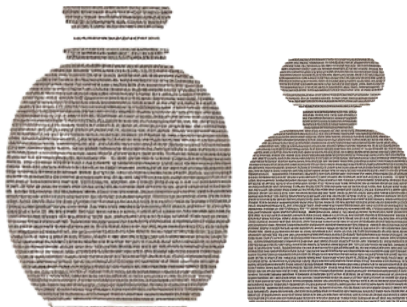
(flat lays)

internal use only

(pg 21)



from photo to flat lays — shape of bottle outlined by the words/phrases each model uses to describe the perfume...all in different languages.



Product Flats — Concept 2

an ensemble of voices—each model’s reflection on the perfume expressed in their native language—collectively forms the silhouette of the bottle. these words flow together like the notes of the fragrance itself, crafting a visual representation of scent through language and culture. each reflection brings its own tone and texture, merging into a harmonious outline that captures the essence of the perfume’s universal allure.

internal use only

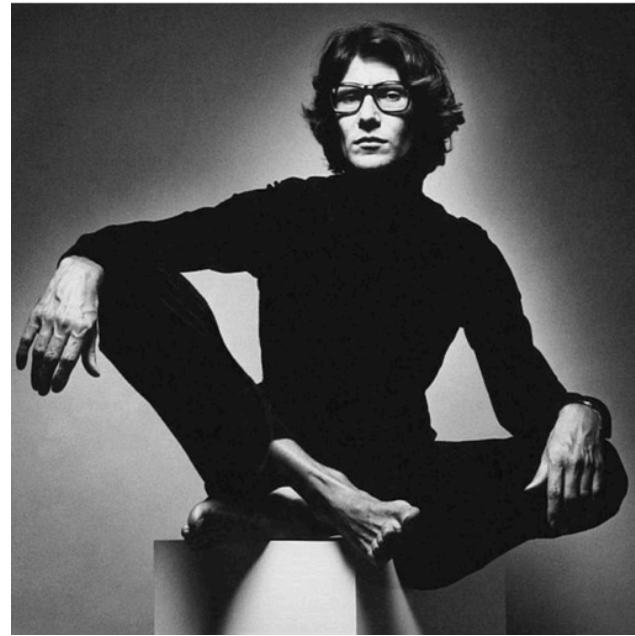


appendix

langage des parfums. jazyk vůně. lenguaje de olor. لغة الرائحة. LANGUAGE OF SCENT. 氣味的語言. sprache. des duftes. lang odè. गंध की भाषा. linguaggio del profumo. gjuha e aromës. গন্ধের ভাষা. jezik mirisa. 香り語. linguagem olfativa. doftspråk. ধুম্রু সী ভাষা. ngôn ngữ của mùi hương. زبان رایحه.



internal use only



styling direction



a new american edge.

internal use only

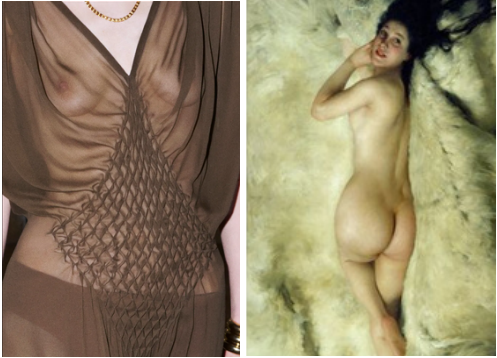
Lanuage of Scent.

creative direction

(styling)

internal use only

(pg 24)



Styling Direction —

styling direction surrounds yves saint laurent’s latest collections, emphasizing minimalist, elegant pieces that echo renaissance silhouettes with a modern twist. each look is carefully selected to complement the models' natural beauty, using draped fabrics, soft textures, and muted tones. the focus is on timeless, sophisticated attire that enhances, rather than distracts, allowing the essence of each individual to take center stage.



internal use only

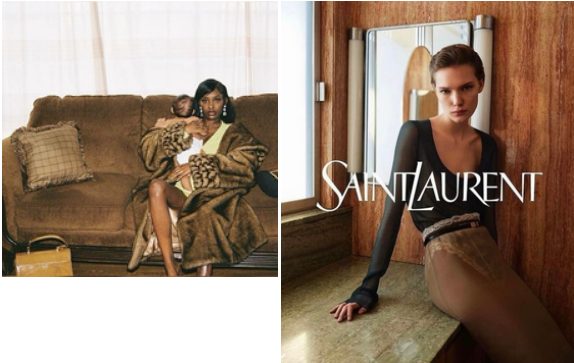
Lanuage of Scent.

creative direction

(styling)

internal use only

(pg 25)



Styling Direction —

styling direction drives desirability. fuels virality, amplifies image. styling direction works to fuel fragrances, keeping momentum high.



internal use only

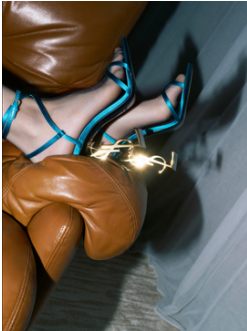
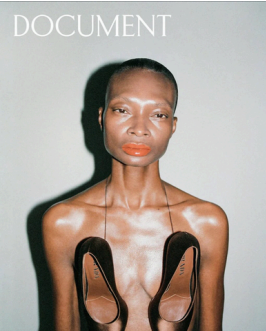
Lanuage of Scent.

creative direction

(styling)

internal use only

(pg 26)



Styling Direction —

couture moments to be seized. talent looks relaxed, cool, born ready to rule.



internal use only

Lanuage of Scent.

creative direction

(styling)

internal use only

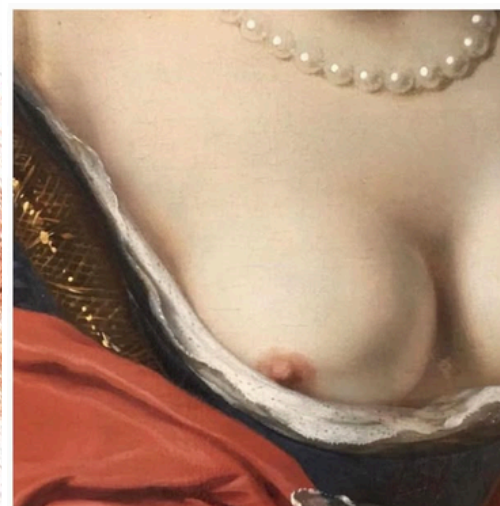
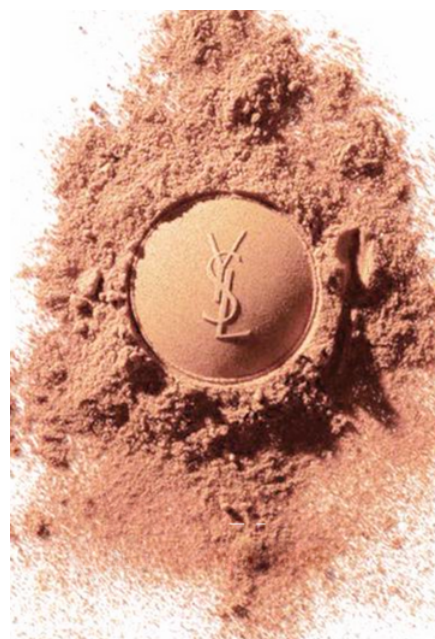
(pg 27)



Styling Direction —
continued.



internal use only



hmua direction



almost bare..nude glam grunge.

internal use only

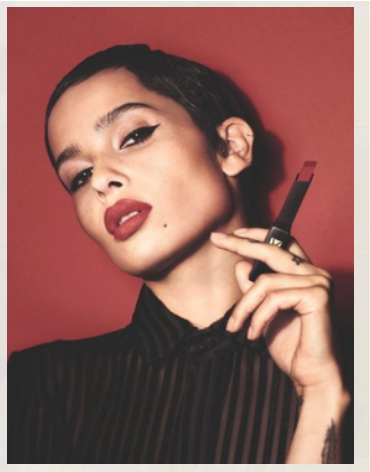
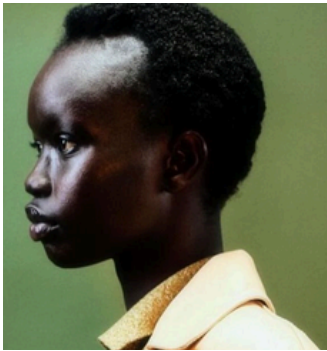
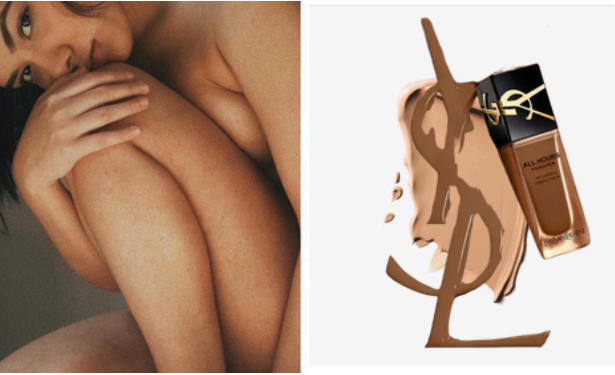
Lanuage of Scent.

creative direction

(hmua)

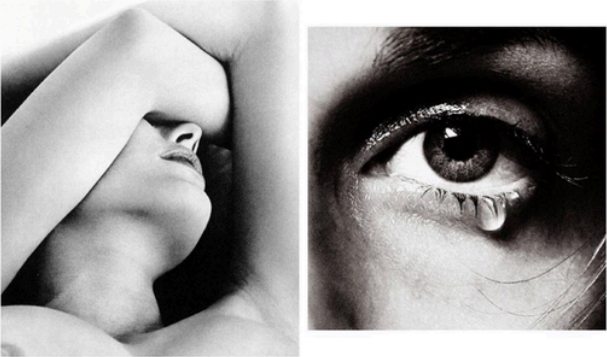
internal use only

(pg 29)



Hair + Makeup Direction —

hair and makeup direction focuses on authentic and raw beauty results, with a renaissance-inspired, timeless elegance. looks ft. a blend of natural glam and grungy slept-in-like makeup paired with either long, flowing hair or buzzed styles.



internal use only

Lanuage of Scent.

creative direction

(hmua)

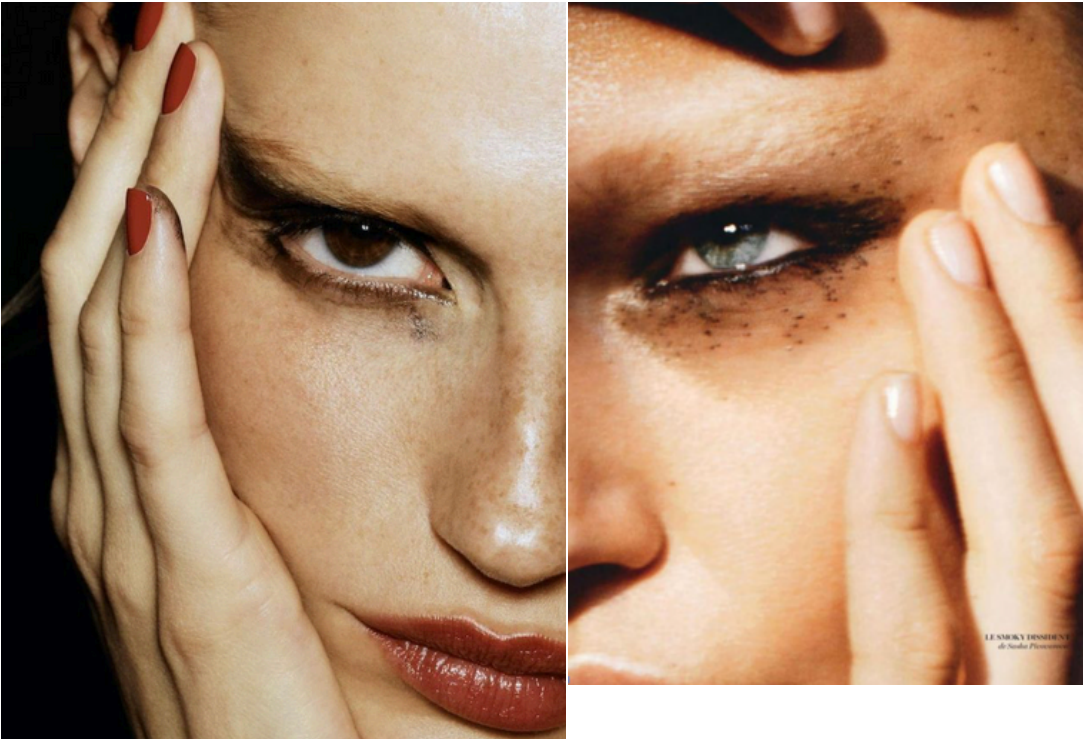
internal use only

(pg 30)



Hair + Makeup Direction —

hmua direction draws focus to each model’s unique features, enhancing their natural + inherent beauty.



internal use only

Lanuage of Scent.

creative direction

(hmua)

internal use only

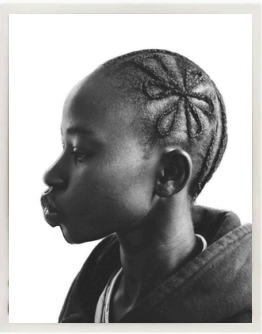


Beyrl knew when she poked herself in the eye with her mascara that it was going to be that sort of a day.



Hair + Makeup Direction —

couture with edge, all night glam. natural, refined, simply iconic.



internal use only

(pg 31)



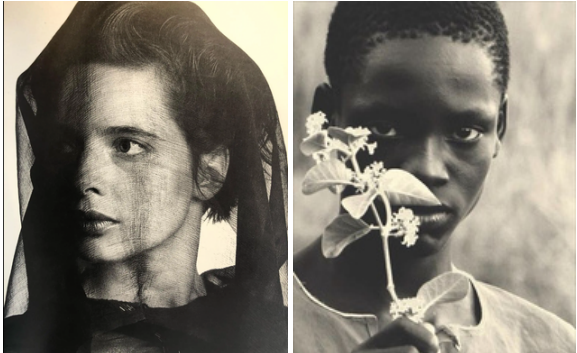
Lanuage of Scent.

creative direction

(hmua)

internal use only

(pg 32)



Hair + Makeup Direction —

hmua direction supported by ysl beauty products (i.e., all hours foundation, hyper powder, bronzer + highlighter; the blur; rouge volupte shine + rouge volupte candy glaze lip balm; lash clash mascara; couture baby clutch eyeshadow; touche éclat illuminating pen; etc.).



internal use only



casting direction



born ready to rule.

internal use only

Lanuage of Scent.

creative direction

(casting)

internal use only

(pg 34)



simone embrack
fluent in english



lulu tenney
fluent in english



mica argañaraz
fluent in portuguese, italian, french
+ english



anok yai
fluent in english
other: arabic, dinka



paloma elsesser
fluent in english
other: spanish



Casting Direction — All Accounts Hyperlinked

embodying the timeless beauty of the renaissance with a sharp new american edge, the casting centers on diverse, multilingual talent with a commanding, couture presence. each model channels elegance through a refined, modern lens—confident, authentic, and visually unforgettable. think: dua, lenny, india, lil nas x, zoë, rosalia, paloma—faces with power and edge. millennial focused, this is casting that speaks in bold—flawless, expressive, and born ready to rule. all about edgy and singular casting.

internal use only

Lanuage of Scent.

creative direction

(casting)

internal use only

(pg 35)



anugraha natarajan
fluent in english
other: tamil



mariacarla boscono
fluent in italian,
french + english



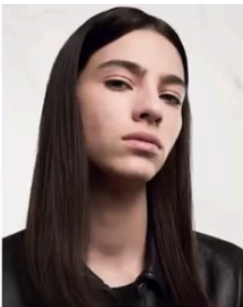
ugbad abdi
fluent in somali +
english



zoe kravitz
fluent in english
other: french



ugbad abdi
fluent in french + english
other: arabic



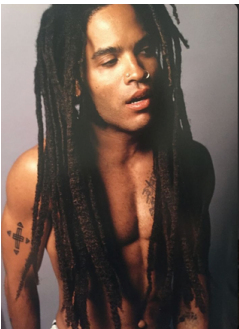
georgia palmer
fluent in english



quannah chasinghorse
fluent in english + mongolian
other: hñn



lenny kravitz
fluent in english + french
other: portuguese



rosalía
fluent in english, spanish,
catalan + french

Casting Direction — All Accounts Hyperlinked

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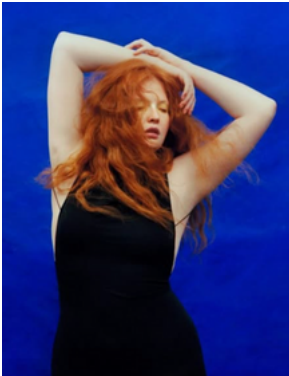
Lanuage of Scent.

creative direction

(casting)

internal use only

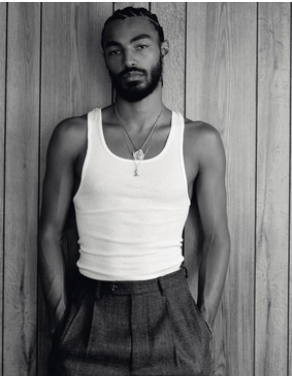
(pg 36)



tess mcmillan
fluent in english
other: french



sage elssesser
fluent in english



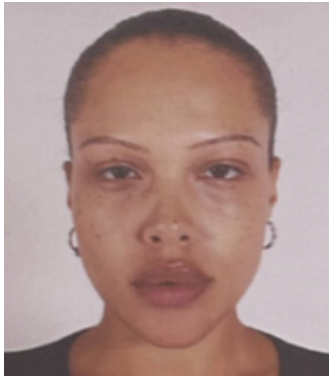
mathilda gvarliani
fluent in georgian + english



amelia gray
fluent in english



alva claire
fluent in english



yasmin wijnaldum
fluent in dutch + english



lisa manoban
fluent in thai, korean,
english, japanese + chinese



Casting Direction — All Accounts Hyperlinked

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internal use only

Lanuage of Scent.

creative direction

(casting)

internal use only

(pg 37)



arsun sorrenti
fluent in english



ylang messenguiral
randriampanahy
fluent in english + french



mona tougaard
fluent in danish + english
other: turkish, somali, amharic



mary ukech
fluent in english
other: swahili



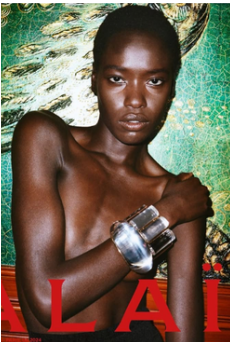
alex consani
fluent in english



bibi breslin
fluent in english



awar odhilang
fluent in english
other: french



dede
fluent in english
other: twi, ga



kaya wilkins
fluent in norwegian
other: english, german



isabella newman
fluent in norwegian
other: english, german

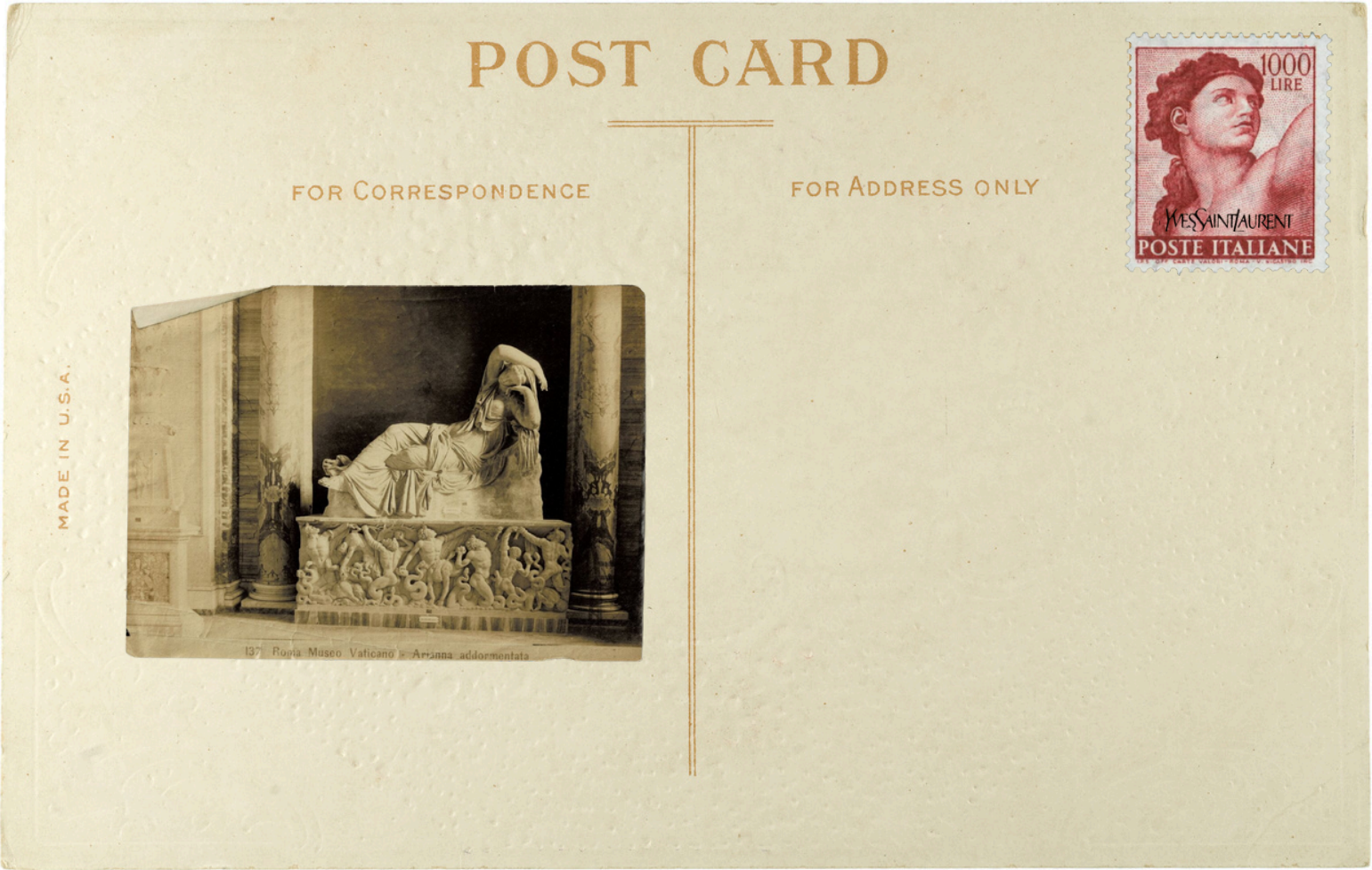


justina miles
fluent in ASL

Casting Direction — All Accounts Hyperlinked

embodying the timeless beauty of the renaissance with a sharp new american edge, the casting centers on diverse, multilingual talent with a commanding, couture presence. each model channels elegance through a refined, modern lens—confident, authentic, and visually unforgettable. think: dua, lenny, india, lil nas x, zoë, rosalia, paloma—faces with power and edge. millennial focused, this is casting that speaks in bold—flawless, expressive, and born ready to rule. all about edgy and singular casting.

internal use only



thank you



let's make it happen.