



LIL FLEUR

# BYRIE

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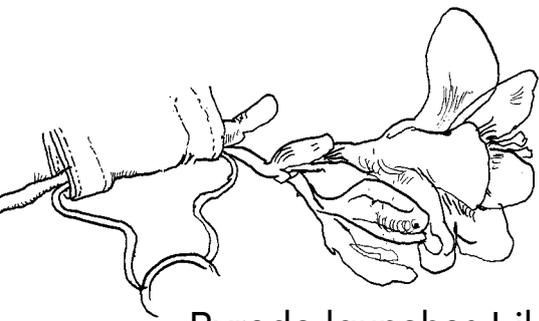
EAU DE PARFUM

PHOTOGRAPHY  
BY CRAIG MCDEAN

BY RIEMOM

DRAWING AND POSTER BY  
M/M (PARIS)





# BYREDO

## Byredo launches Lil Fleur Eau de Parfum

### OVERVIEW

"I feel that perfume often tries to capture one idea or one emotion; Lil Fleur is about capturing a complex personality, one we can all recognise. As a brother to a sister and a father to a daughter, in my experience it does not get more beautiful and interesting than the personalities of a young spirit." Ben Gorham, Creative Director and Founder, Byredo

As is often the case with Byredo scents, a certain synaesthesia exists with Lil Fleur. Inspired by a heady, surging world of youthful emotions, both happy and sad, and with a great debt to music, the scent of Lil Fleur is ultimately an interpretation of promise and potential, audaciousness and sincerity. The question was how could this world of teen spirit be translated once again by Byredo, this time visually?

Working with long-standing creative collaborators M/M (Paris) and Craig McDean—performing art direction and photography respectively—the task was to present the world of Lil Fleur as fully formed, with a cast of real-life characters as a living and multifaceted embodiment of its teen spirit.

The casting process for the girls who personify Lil Fleur took place in New York, both city and state, in January 2020 for the shoots and interviews that were undertaken in early February 2020. Found at school and in the street, twelve were chosen in total, six of whom feature in this first wave of the campaign: Lauryn Schmid, Olivia Beeken, Ava Gridley, Brooke Davis, Ruby Salvatore Palmer and Nayah Blake.

In the campaign, view points and mediums are compared and contrasted, from a purposefully classical form of photographic portraiture, to self-curated smart phone documentation and a series of filmed interviews that strike a balance between the two. Notions of memory, scent, identity, subjectivity and objectivity are all experimented with in pursuit of a multidimensional picture; the picture of a person, both inside and out, inspiring and wearing Lil Fleur.

### MULTIDIMENSIONAL PORTRAITURE

"From the beginning of Byredo, Ben [Gorham] has experimented with ideas of scent and memory; it's about somehow creating an equilibrium for the soul through scent. To look at this age, the moment of suspension between child and adulthood, was again to try to capture that equilibrium visually. We wanted to cast real people, but to still use artifice and polish; we wanted to go back to a pre-disposable form of portraiture with Craig [McDean], to produce imagery that was a real memento of that time in their and our own lives. The drawn layer is not just a decoration, but almost the subconscious of the image, of what was in the girls' heads." M/M Paris

The ritual of portraiture is performed to reflect Lil Fleur's 'rites of passage' moment in time. As with the perfume, Lil Fleur's photography is meant to evoke both the past and the present for the viewer.

### PHOTOGRAPHIC IMAGE

Taking its cue from Lil Fleur's aspect as a traditional floral, an older, almost symbolic approach to portraiture is utilised in the main campaign imagery. Each girl carries a flower and is photographed against a coloured background signifying part of the scent: Cassis, Rose, Tangerine, Saffron, Amber, and Blonde Wood. In the final imagery, a hand-drawn overlay reflects the subjects' own thoughts and feelings with quotes taken from their filmed interviews.

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## SELF-DOCUMENTATION

This more formal, pre-online style of photographic portraiture is contrasted against the girls' own filming and photographing of their normal selves in the lead-up to the shoot. Making up a form of video diary, the girls were encouraged to look at themselves in a non-stylised, candid, and comfortable way.

## FILMED INTERVIEWS

A balance is struck in the filmed interviews. The same, seemingly innocuous questions were asked each subject, providing everyday revelations that are surprisingly deep and honest. Ultimately, the answers are revealing in terms of character and show why each girl was chosen to personify an aspect of Lil Fleur.

What do you wish for most?  
Who would you most like to be?  
What is your definition of happiness?  
What is your definition of unhappiness?  
What was the most interesting thing that ever happened to you?  
What was the worst thing that ever happened to you?  
What was the worst thing that you ever did?  
What makes life worth living for you?  
What would make life unlivable for you?

"The thing about Ben's perfumes is that they tell a story; there's emotion and thought behind each one. Lil Fleur is not about flowers but about emotions and that link with the past, between scent and memory. Photographing and filming this project I was brought back to that time in my own life, of what it was like to be a teenager. Usually, I am photographing clothes, but here I am photographing feelings. In turn, there is that sense of empathy...I am capturing the sense of these beautiful people at this beautiful time in their lives and looking back at my own." Craig McDean

## THE FRAGRANCE

A female world is evoked by a male perfumer, and yet it is a fragrance to be discovered by either gender.

In many ways, Lil Fleur is an exploration of a traditional floral—although its intention is wholly contemporary. At its heart is a dancing Damascena Rose, sparkling, crisp and enveloping in its sweetness and light. A symbol of love and beauty, secrecy and unity, it is the dominant tone in the conjuring of a girl's world. Top notes of Cassis and Tangerine, add to the crisp sparkle, almost like a needle placed on vinyl. While Saffron soothes in its warm tones, uniting with the more masculine Leather accord that is also at the fragrance's heart. Blonde Woods, Amber and Vanilla, add anchoring notes of sophistication, discretion and comfort at the base of the fragrance.

## NOTES

Top: Cassis, Tangerine, Saffron  
Heart: Damascena Rose (oil), Leather  
Base: Blonde Woods, Amber, Vanilla

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Lil Fleur is launched on June 2020 and is available as a 50 and 100ml Eau de Parfum

The Lil Fleur campaign will be rolled out online and through social media channels June 4th 2020 with part two in November 2020.

## CREDITS

Photography and film: Craig McDean

Art Direction: M/M Paris

Casting: Studio Bauman

Stylist: Karen Kaiser

Hair: Orlando Pita

Make-up: Francelle

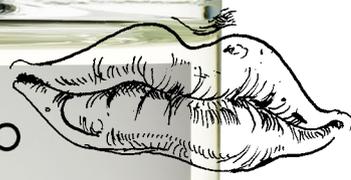
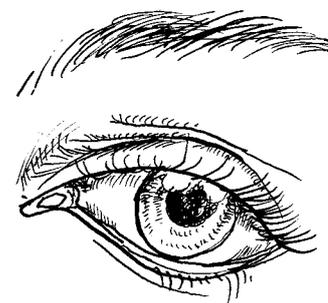
Models: Lauryn Schmid, Olivia Beeken, Ava Gridley,  
Brooke Davis, Ruby Salvatore Palmer and Nayah Blake

[All assets available through this link](#)

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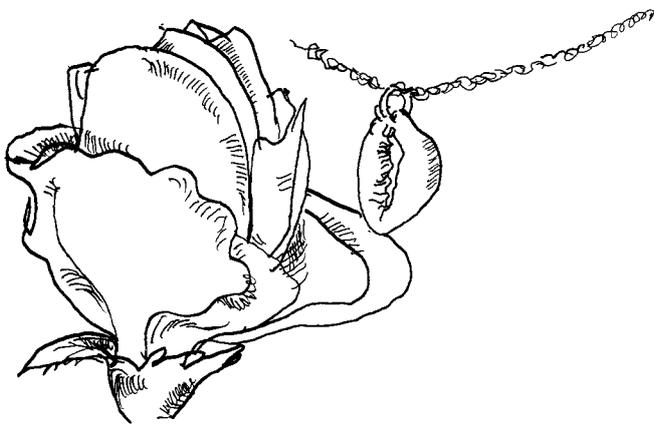
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