



74TH INTERNATIONAL FILM FESTIVAL OF LA BIENNALE DI VENEZIA
YVES SAINT LAURENT BEAUTE OFFICIAL MAKE-UP SPONSOR

Venice Lido, August 30 - September 9, 2017

For the first time **Yves Saint Laurent Beauté** will be the official make-up **sponsor** of the International Film Festival of La Biennale di Venezia which will take place in the charming venue of the Lido.

"Yves Saint Laurent Beauté is honoured to sponsor the 74th International Film Festival of La Biennale di Venezia this year, a festival known and acclaimed around the world for its prestigious, avant-garde and unique film selection." Stephan Bezy, Yves Saint Laurent Beauté President.

YSL Beauté claim is the brand strength: No compromise. Your own rules. Now. A claim inspired by the most subversive Parisian Couture Brand.

YSL Beauté, which has interpreted women's beauty in its many forms for years, will be honoured in 2017 to be the major player of one the most prestigious red carpet worldwide, where talent, creativity and passion are the "trait d'union" between cinema and Yves Saint Laurent Beauté.

YSL Beauté National Makeup Artists will create the VIP's beauty looks attending the Biennale Cinema 2017, thus contributing to make the most glamorous lagoon red carpet unique. YSL Beauté make-up **signature** is edgy, young and powerful.

On the occasion of 74th International Film Festival, **YSL Beauté** is pleased to present **Tatouage Couture**, a new lipstick revolution: the first inky, cool and matte lipstick. With this ultimate creation, YSL Beauté breaks the rules marking a new attitude, a new wave of rebellion in the make-up universe.

Tatouage Couture is a reckless gang of shades – each one matched by a raw conviction. Intense colours here to stay, with naked lip feel, with an ultra-luxe formula made only for rebellious lips.

Tatouage Couture will be the key theme accompanying the whole events' calendar of the brand in Italy involving journalists and influencers during the Festival.

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