Actress Emily Blunt is face of YSL ‘Opium’

Yves Saint Laurent has announced that British actress, Emily Blunt, is to be the new face and ambassadress for Opium fragrance.

*The Devil Wears Prada* actress, has starred alongside such actors as Meryl Streep, Benicio del Toro, Matt Damon, Tom Hanks, Julia Roberts and Anthony Hopkins. In the next twelve months she will be seen alongside Ewan McGregor in *Salmon Fishing In The Yemen*, opposite Joseph Gordon-Levitt and Bruce Willis in *Looper* and with Jason Segel in *Five Year Engagement*.

Blunt comments: I am very honoured to have been chosen to be the face of Opium by Yves Saint Laurent. I have huge admiration for the House of Yves Saint Laurent and feel that this House has always truly understood the expression of elegance its mystique and its indescribable power. It is a really exciting experience to embody this legendary fragrance, which has stood the test of time without its allure ever being diminished. Being a part of this new campaign and being able to tell the story of this very evocative fragrance is a real thrill.

Renaud de Lesquen, President of YSL Designer Brands also comments: Opium is more than a fragrance; its a myth that embraces the whole history and values of our House. Over and above her beauty and elegance, we were impressed by the career and artistic options of Emily Blunt. She quite obviously embodies who we feel to be todays Opium woman.

Nathalie Duran, Deputy General Manager Yves Saint Laurent Parfums added: The new campaign for Opium unveils a fiery, almost reckless woman with magnetic seduction, that nobody or nothing can resist.

The TV advertising campaign will be aired from October, 2011 as well as the print and outdoor campaign photographed by Patrick Demarchelier.