

*Yes I Am*  
*Bloom Up!*

**cacharel**

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**THE NEW UPLIFTING FRAGRANCE**

**YES I AM BLOOM UP!** gives Cacharel's **YES I AM** collection an uplifting spin with a new 'fizzy cremoso' scent and an equally joyous campaign starring inspiring new face, young American actress Skai Jackson.

### THE NEW FEEL-GOOD SCENT

Synonymous with youth and freedom since 1978, Cacharel fragrances are conceived as olfactory companions to the various phases in a young woman's life: Anaïs Anaïs - a girl's first perfume - Amor Amor - a declaration of first love.

With **YES I AM**, launched in 2018, Cacharel embraced the delights of newly found independence. **YES I AM** is about self-affirmation, expressing who you are, finding your positive power and using it. It's about seeing femininity as a way to accomplish your goals, finding your positive power and using it.

Now it's time to go all out for upliftment with **YES I AM BLOOM UP!**, the collection's latest fragrance. The new Cacharel scent brims with happiness. It is an invitation to self-elevation, **YES I AM BLOOM UP!** practically shouts 'YES!'





#### **OPTIMISM WITH A FIZZY TWIST**

**YES I AM BLOOM UP!** gives a joyous, optimistic spin to the original **YES I AM** spicy signature. This 'fizzy cremoso' is fresh and radiant. A sparkling scent, with contrasting floral and fruity notes that will give you the urge to smile!

Conceived by master perfumers Honorine Blanc and Alexis Grueon, **YES I AM BLOOM UP!** revisits the **YES I AM** signature with a fizzy twist, for feel-good vibes. **BLOOM UP!** with energizing top notes of red berries accord and green mandarin super-essence for a happy and refreshing feel, mixed with blooming heart notes of addictive red peonies and solar orange blossom accord, and completed with an enveloping base of benzoin and notes of sandalwood essence.

### **MORE THAN A LIPSTICK**

The **YES I AM** iconic lipstick-shaped bottle is a symbol of fully owned femininity. The intricately quilted **YES I AM BLOOM UP!** glass bottle shines with a subtle iridescent red glow. It comes in 30ml, 50 ml and 75ml formats.





### **AN INSPIRING NEW FACE: SKAI JACKSON**

**YES I AM BLOOM UP!**'s spokesperson Skai Jackson, 20, began acting at the age of five. She is best known for portraying the role of Zuri Ross in the Disney Channel sitcom *Jessie* (2011-2015), which she subsequently reprised in that series' sequel, the equally popular *Bunk'd* (2015-2018). In 2019, she released her debut novel, *Reach for the Skai: How to Inspire, Empower, and Clapback*. She was also a semi-finalist on *Dancing with the Stars* in the United States. Jackson was born in the New York borough of Staten Island. As a dedicated defender of social justice, she frequently uses her YouTube channel to speak out against bullying and racism. Her success has made her a major influencer, with millions of followers on TikTok (20.8M) and Instagram (8M).

An engaged and inspiring young face, Skai Jackson is the perfect spokesperson for Cacharel and its core values - the brand aims to promote women's empowerment and is a longterm partner of Inspiring Girls International, an organization that raises the aspirations of young girls around the world, connecting them with female role models from all walks of life.



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### A CAMPAIGN FIT FOR TIKTOK

Directed by reputed French directors Original Kids, the **YES I AM BLOOM UP!** film is an uplifting mash-up that has been edited with the TikTok generation on top of mind. Featuring Skai Jackson, it is fast, fun, and inspiring.

The still campaign was shot by American up-and-coming fashion and portrait photographer Micaiah Carter. Drawing attention to the void in representation on both sides of the camera, he has worked with magazines including *Vogue* and *Vanity Fair*.





